# COMPARISONS OF AVERAGE AUDIENCE ESTIMATES – SELECTED PROGRAM TYPES

SECOND REPORT FOR AUGUST1982

EVENING 7:00–11:00 PM

| | General Drama | Suspense & Mystery Drama(1) | Situation Comedy | Adventure | Participation Variety | Feature Films | All 25–30 Min. | All 55–60 Min. | 7:00–9:00 PM | 9:00–11:00 PM(2) | All 7:00–11:00 PM Regular | Special(3) | Total(3) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HOUSEHOLDS % AVG. AUD. | 11.4 | 13.2 | 14.4 | 14.6 | | 12.9 | 13.7 | 13.1 | 11.7 | 13.6 | 13.0 | 11.3 | 12.6 |
| NO. OF PROGRAMS‡ | 12 | 9 | 27 | 3 | IFR | 7 | 27 | 29 | 28 | 37 | 65 | 22 | 87 |

| | EVENING 6:00–7:00PM Informational(1) Once-a-Week | Multi-weekly | MONDAY–FRIDAY 11:30–1:00AM 11:30PM–1:00AM(4) | WEEKDAY DAYTIME 10:00AM–4:30PM Daytime Drama | Quiz & Aud. Partic.(1) | Situation Comedy | 10:00AM–1:00PM | 1:00–4:30PM | 10:00AM–4:30PM | WEEKEND DAYTIME Chil-dren's(1) | Sports Regular | Special(3) | Total(3) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| HOUSEHOLDS % AVG. AUD. | 6.3 | 10.0 | 5.1 | 6.5 | 6.4 | 6.7 | 5.6 | 6.9 | 6.4 | 4.3 | 7.0 | 4.9 | 6.1 |
| NO. OF PROGRAMS‡ | 5 | 3 | 12 | 14 | 5 | 4 | 12 | 12 | 24 | 31 | 5 | 9 | 14 |

(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.
(2) INCLUDES 8:30–9:30PM AND 8:30–10:00PM PROGRAMS.
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.
IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.
‡ PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.

# NATIONAL TV NIELSEN RATINGS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING AUGUST 22, 1982

## NIELSEN AVERAGE AUDIENCE

| RANK | PROGRAM | AUDIENCES % U.S. | NO. (000) |
|---|---|---|---|
| 1 | FILTHY RICH | 21.7 | 17,690 |
| 2 | M*A*S*H | 20.2 | 16,460 |
| 3 | TOO CLOSE FOR COMFORT | 18.9 | 15,400 |
| 4 | THREE'S COMPANY | 18.7 | 15,240 |
| 5 | BARBARA WALTERS SUMMER SP(S) | 18.0 | 14,670 |
| 6 | RENEGADES(S) | 17.9 | 14,590 |
| 7 | JEFFERSONS | 17.8 | 14,510 |
| 8 | CAGNEY & LACEY(S) | 17.7 | 14,430 |
| 9 | 60 MINUTES | 17.2 | 14,020 |
| 10 | CIRCUS OF THE STARS(S) | 17.0 | 13,860 |
| 10 | TRAPPER JOHN, M.D. | 17.0 | 13,860 |
| 12 | FANTASY ISLAND | 16.7 | 13,610 |
| 12 | HART TO HART# | 16.7 | 13,610 |
| 14 | ALICE | 16.4 | 13,370 |
| 14 | WKRP IN CINCINNATI | 16.4 | 13,370 |
| 16 | LOVE BOAT | 15.9 | 12,960 |
| 17 | PRIVATE BENJAMIN# | 15.6 | 12,710 |
| 18 | ABC SUNDAY NIGHT MOVIE | 15.4 | 12,550 |
| 19 | FACTS OF LIFE | 15.2 | 12,390 |

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|
| •EVENING | | | | | | | | | |
| ABC FRIDAY NIGHT MOVIE | 12 | 181 | | 96 | | A | 8.6 | 18 | 701 |
| 1 FRI. 8.00P 120 ABC FF | | | | | | B | 11.8 | 24 | 962 |
| ABC MONDAY NIGHT BASEBALL | 9 | 200 | 199 | 99 | 99 | A | 12.3 | 22 | 1002 |
| 1 MON. 8.30P 159 ABC SE | | | | | | B | 11.5 | 21 | 937 |
| 2 MON. 8.43P 174 | | | | | | | | | |
| ABC MOVIE SPECIAL(S) | | | 198 | | 98 | A | 12.5 | 23 | 1019 |
| 2 THU. 8.00P 120 ABC FF | | | | | | | | | |
| ABC NEWS CLOSEUP(S) | | 195 | | 98 | | A | 5.3 | 11 | 432 |
| 1 FRI. 10.00P 60 ABC DN | | | | | | | | | |
| ABC NEWSBRIEF-M-F | 219 | 187 | 188 | 96 | 95 | A | 12.7 | 23 | 1035 |
| 1 MON. 8.28P 1 ABC N | | | | | | B | 16.6 | 27 | 1353 |
| 1 TUE. 9.58P 1 | | | | | | | | | |
| 1 W-F 9.57P 2 | | | | | | | | | |
| 2 MON. 9.16P 1 | | | | | | | | | |
| 2 TU & W 9.58P 1 | | | | | | | | | |
| 2 THU. 9.57P 2 | | | | | | | | | |
| 2 FRI. 8.28P 1 | | | | | | | | | |
| ABC NEWSBRIEF-SAT. | 44 | 194 | 192 | 96 | 98 | A | 17.3 | 34 | 1410 |
| SAT. 9.58P 1 ABC N | | | | | | B | 18.7 | 33 | 1524 |
| ABC NEWSBRIEF-SUN. | 44 | 195 | 191 | 98 | 97 | A | 15.7 | 28 | 1280 |
| 1 SUN. 10.02P 1 ABC N | | | | | | B | 16.3 | 26 | 1328 |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|
| BARNEY MILLER | 13 | 198 | | 99 | | A | 11.3 | 20 | 921 |
| 1 THU. 9.00P 60 ABC CS | | | | | | B | 11.6 | 21 | 945 |
| BENSON | 35 | | 181 | | 95 | A | 9.7 | 21 | 791 |
| 2 FRI. 8.00P 30 ABC CS | | | | | | B | 13.6 | 25 | 1108 |
| BEST OF THE WEST | 7 | 170 | | 87 | | A | 9.0 | 17 | 734 |
| 1 MON. 8.00P 30 ABC CS | | | | | | B | 8.4 | 17 | 685 |
| BIG EASY SPECIAL(S) | | 201 | | 99 | | A | 10.2 | 21 | 831 |
| 1 SUN. 8.00P 60 ABC PD | | | | | | | | | |
| BORN TO THE WIND-1(S) | | | 198 | | 99 | A | 10.9 | 21 | 888 |
| 2 THU. 8.00P 60 NBC A | | | | | | | | | |
| BORN TO THE WIND-2(S) | | | 197 | | 98 | A | 6.2 | 14 | 505 |
| 2 SUN. 7.00P 60 NBC A | | | | | | | | | |
| BOSOM BUDDIES | 5 | 199 | | 99 | | A | 10.1 | 19 | 823 |
| 1 THU. 8.30P 30 ABC CS | | | | | | B | 9.2 | 18 | 750 |
| BRET MAVERICK | 4 | 184 | 191 | 96 | 97 | A | 10.0 | 18 | 815 |
| TUE. 9.00P 60 NBC EW | | | | | | B | 10.2 | 18 | 831 |
| CAGNEY & LACEY(S) | | 196 | | 99 | | A | 17.7 | 31 | 1443 |
| 1 MON. 10.00P 60 CBS OP | | | | | | | | | |
| CASSIE AND COMPANY | 5 | 167 | 172 | 90 | 93 | A | 11.5 | 24 | 937 |
| FRI. 10.00P 60 NBC PD | | | | | | B | 10.1 | 21 | 823 |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|
| 2 SUN. 10.00P 2 | | | | | | | | | |
| ABC SPORTS UPDATE-SAT | 44 | 185 | 192 | 96 | 98 | A | 14.4 | 29 | 1174 |
| 1 SAT. 8.58P 1 ABC SN | | | | | | B | 14.8 | 27 | 1206 |
| 2 SAT. 9.00P 2 | | | | | | | | | |
| ABC SPORTS UPDATE-SUN | 44 | 191 | 189 | 97 | 97 | A | 11.7 | 22 | 954 |
| 1 SUN. 8.30P 2 ABC SN | | | | | | B | 12.5 | 21 | 1019 |
| 2 SUN. 8.58P 2 | | | | | | | | | |
| ABC SUNDAY NIGHT MOVIE | 36 | 194 | 199 | 97 | 98 | A | 15.4 | 28 | 1255 |
| 1 SUN. 9.00P 143 ABC FF | | | | | | B | 17.0 | 28 | 1386 |
| 2 SUN. 8.00P 180 | | | | | | | | | |
| ABC WORLD NEWS TONIGHT | 219 | 202 | 198 | 99 | 98 | A | 9.4 | 21 | 766 |
| M-F 6.30P 30 ABC N | | | | | | B | 11.8 | 22 | 962 |
| ABC WRLD NEWS TONIGHT-SUN | 37 | 152 | 158 | 85 | 85 | A | 5.0 | 13 | 408 |
| SUN. 6.30P 30 ABC N | | | | | | B | 7.5 | 15 | 611 |
| ADV-LIL LORD FAUNTLEROY(S) | | 194 | | 96 | | A | 7.3 | 17 | 595 |
| 1 SAT. 8.00P 60 CBS GD | | | | | | | | | |
| ALICE | 35 | 197 | 197 | 98 | 99 | A | 16.4 | 30 | 1337 |
| SUN. 9.00P 30 CBS CS | | | | | | B | 20.3 | 32 | 1654 |
| ARCHIE BUNKER'S PLACE | 38 | 196 | 196 | 98 | 99 | A | 13.7 | 28 | 1117 |
| SUN. 8.00P 30 CBS CS | | | | | | B | 18.3 | 31 | 1491 |
| ASTRONAUTS(S) | | 184 | | 95 | | A | 6.5 | 12 | 530 |
| 1 WED. 8.30P 30 CBS CS | | | | | | | | | |
| BARBARA WALTERS SUMMER SP(S) | | | 198 | | 99 | A | 18.0 | 32 | 1467 |
| 2 TUE. 10.00P 60 ABC CC | | | | | | | | | |

| PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|
| CBS EVENING NEWS-RATHER | 219 | 201 | 200 | 99 | 99 | A | 11.5 | 25 | 937 |
| M-F 6.30P 30 CBS N | | | | | | B | 12.9 | 24 | 1051 |
| CBS EVENING NEWS-DEAN | 27 | 179 | 178 | 91 | 90 | A | 6.9 | 18 | 562 |
| SUN. 6.30P 30 CBS N | | | | | | B | 8.2 | 18 | 668 |
| CBS SAT. NEWS-SCHIEFFER | 42 | 153 | 147 | 86 | 81 | A | 7.1 | 18 | 579 |
| SAT. 6.30P 30 CBS N | | | | | | B | 9.4 | 19 | 766 |
| CBS SAT. NIGHT MOVIE | 30 | 183 | | 95 | | A | 9.7 | 20 | 791 |
| 1 SAT. 9.00P 120 CBS FF | | | | | | B | 14.8 | 27 | 1206 |
| CBS TUESDAY NIGHT MOVIES | 26 | 184 | | 96 | | A | 13.5 | 24 | 1100 |
| 1 TUE. 9.00P 120 CBS FF | | | | | | B | 13.9 | 23 | 1133 |
| CBS WEDNESDAY NIGHT MOVIE | 10 | 188 | | 97 | | A | 10.5 | 19 | 856 |
| 1 WED. 9.00P 120 CBS FF | | | | | | B | 11.9 | 21 | 970 |
| CHICAGO STORY | 15 | 166 | 169 | 86 | 91 | A | 8.2 | 16 | 668 |
| FRI. 8.30P 90 NBC GD | | | | | | B | 7.8 | 15 | 636 |
| CHIPS | 39 | 207 | 204 | 98 | 98 | A | 12.2 | 24 | 994 |
| SUN. 8.00P 60 NBC OP | | | | | | B | 15.1 | 25 | 1231 |
| CIRCUS OF THE STARS(S) | | | 197 | | 99 | A | 17.0 | 31 | 1386 |
| 2 THU. 9.00P 120 CBS GV | | | | | | | | | |
| CODE RED | 7 | 183 | 183 | 96 | 94 | A | 8.1 | 18 | 660 |
| SUN. 7.00P 60 ABC GD | | | | | | B | 7.3 | 17 | 595 |
| CRONKITE'S UNIVERSE | 9 | 194 | 185 | 98 | 97 | A | 8.3 | 16 | 676 |
| 1 TUE. 8.00P 30 CBS DO | | | | | | B | 9.4 | 19 | 766 |
| 2 TUE. 8.30P 30 | | | | | | | | | |
| DALLAS | 35 | 199 | 199 | 99 | 99 | A | 13.4 | 27 | 1092 |
| FRI. 9.00P 60 CBS GD | | | | | | B | 21.5 | 38 | 1752 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING CONT'D | | | | | | | | | | | | | | | |
| DIFF'RENT STROKES | | | | | | | 38 | 197 | 197 | 97 | 98 | A | 13.9 | 25 | 1133 |
| | | THU. | 9.00P | 30 | NBC | CS | | | | | | B | 16.7 | 27 | 1361 |
| DIFF'RENT STROKES SPEC.(S) | | | | | | | | 193 | | 97 | | A | 14.5 | 26 | 1182 |
| | 1 | THU. | 9.30P | 30 | NBC | CS | | | | | | | | | |
| DUKES OF HAZZARD | | | | | | | 35 | 200 | 196 | 99 | 95 | A | 14.2 | 30 | 1157 |
| | | FRI. | 8.00P | 60 | CBS | CS | | | | | | B | 18.9 | 35 | 1540 |
| DYNASTY | | | | | | | 11 | 203 | 202 | 99 | 99 | A | 12.7 | 24 | 1035 |
| | | WED. | 10.00P | 60 | ABC | GD | | | | | | B | 11.8 | 22 | 962 |
| ELECTRIC GRANDMOTHER(S) | | | | | | | | 201 | | 99 | | A | 6.0 | 13 | 489 |
| | 1 | SUN. | 7.00P | 60 | NBC | GV | | | | | | | | | |
| FACTS OF LIFE | | | | | | | 39 | 196 | 198 | 99 | 99 | A | 15.2 | 28 | 1239 |
| | | WED. | 9.00P | 30 | NBC | CS | | | | | | B | 17.8 | 29 | 1451 |
| FALCON CREST | | | | | | | 10 | 203 | 199 | 99 | 99 | A | 13.5 | 28 | 1100 |
| | | FRI. | 10.00P | 60 | CBS | GD | | | | | | B | 12.0 | 25 | 978 |
| FALL GUY | | | | | | | 36 | | 193 | | 96 | A | 14.3 | 26 | 1165 |
| | 2 | WED. | 9.00P | 60 | ABC | A | | | | | | B | 17.7 | 29 | 1443 |
| FAME | | | | | | | 27 | 195 | | 97 | | A | 10.2 | 20 | 831 |
| | 1 | THU. | 8.00P | 60 | NBC | GD | | | | | | B | 13.1 | 23 | 1068 |
| FANTASY ISLAND | | | | | | | 38 | 199 | 191 | 97 | 98 | A | 16.7 | 34 | 1361 |
| | | SAT. | 10.00P | 60 | ABC | A | | | | | | B | 17.6 | 33 | 1434 |
| FATHER MURPHY | | | | | | | 4 | 192 | 198 | 92 | 94 | A | 9.1 | 18 | 742 |
| | | TUE. | 8.00P | 60 | NBC | GD | | | | | | B | 9.1 | 18 | 742 |
| FILTHY RICH | | | | | | | 2 | 197 | 200 | 99 | 99 | A | 21.7 | 36 | 1769 |
| | | MON. | 9.30P | 30 | CBS | CS | | | | | | B | 21.7 | 36 | 1769 |
| GIMME A BREAK | | | | | | | 35 | | 195 | | 98 | A | 13.8 | 24 | 1125 |
| | 2 | THU. | 9.30P | 30 | NBC | CS | | | | | | B | 16.4 | 27 | 1337 |
| GREATEST AMERICAN HERO | | | | | | | 37 | | 200 | | 97 | A | 10.6 | 22 | 864 |
| | 2 | WED. | 8.00P | 60 | ABC | A | | | | | | B | 15.0 | 25 | 1223 |
| HAPPY DAYS | | | | | | | 41 | 205 | 201 | 99 | 99 | A | 13.4 | 27 | 1092 |
| | | TUE. | 8.00P | 30 | ABC | CS | | | | | | B | 18.2 | 30 | 1483 |
| HARPER VALLEY | | | | | | | 7 | 173 | | 92 | | A | 7.2 | 16 | 587 |
| | 1 | SAT. | 8.30P | 30 | NBC | CS | | | | | | B | 8.2 | 19 | 668 |
| HART TO HART | | | | | | | 38 | 199 | | 98 | | A | 16.7 | 30 | 1361 |
| | 1 | TUE. | 10.00P | 60 | ABC | PD | | | | | | B | 20.2 | 34 | 1646 |
| HERE'S BOOMER | | | | | | | 7 | 170 | | 91 | | A | 6.1 | 14 | 497 |
| | 1 | SAT. | 8.00P | 30 | NBC | GD | | | | | | B | 7.5 | 18 | 611 |
| HILL STREET BLUES | | | | | | | 38 | 205 | 206 | 98 | 99 | A | 14.5 | 27 | 1182 |
| | | THU. | 10.00P | 60 | NBC | OP | | | | | | B | 17.8 | 31 | 1451 |
| JEFFERSONS | | | | | | | 35 | 198 | 197 | 99 | 99 | A | 17.8 | 31 | 1451 |
| | | SUN. | 9.30P | 30 | CBS | CS | | | | | | B | 21.4 | 34 | 1744 |
| KNOTS LANDING | | | | | | | 13 | 189 | | 98 | | A | 10.5 | 19 | 856 |
| | 1 | THU. | 10.00P | 60 | CBS | GD | | | | | | B | 12.5 | 23 | 1019 |
| LAVERNE & SHIRLEY | | | | | | | 15 | 204 | 200 | 99 | 99 | A | 14.9 | 28 | 1214 |
| | | TUE. | 8.30P | 30 | ABC | CS | | | | | | B | 14.9 | 27 | 1214 |
| LITTLE HOUSE-PRAIRIE | | | | | | | 36 | 212 | 211 | 99 | 99 | A | 11.7 | 21 | 954 |
| | 1 | MON. | 8.00P | 60 | NBC | GD | | | | | | B | 16.7 | 26 | 1361 |
| | 2 | MON. | 8.40P | 60 | | | | | | | | | | | |
| LOU GRANT | | | | | | | 31 | | 195 | | 98 | A | 14.0 | 25 | 1141 |
| | 2 | MON. | 10.00P | 60 | CBS | GD | | | | | | B | 15.7 | 26 | 1280 |
| LOVE BOAT | | | | | | | 42 | 200 | 190 | 97 | 97 | A | 15.9 | 32 | 1296 |
| | 1 | SAT. | 9.00P | 60 | ABC | CS | | | | | | B | 19.5 | 35 | 1589 |
| | 2 | SAT. | 8.00P | 120 | | | | | | | | | | | |
| LOVE, SIDNEY | | | | | | | 9 | 193 | 195 | 98 | 98 | A | 13.2 | 23 | 1076 |
| | | WED. | 9.30P | 30 | NBC | CS | | | | | | B | 12.9 | 23 | 1051 |
| MAGIC WITH THE STARS(S) | | | | | | | | | 196 | | 98 | A | 13.3 | 23 | 1084 |
| | 2 | SUN. | 9.00P | 120 | NBC | GV | | | | | | | | | |
| MAGNUM, P.I. | | | | | | | 41 | 197 | 201 | 98 | 99 | A | 14.2 | 28 | 1157 |
| | | THU. | 8.00P | 60 | CBS | PD | | | | | | B | 19.0 | 33 | 1549 |
| M*A*S*H | | | | | | | 38 | 194 | 196 | 99 | 99 | A | 20.2 | 34 | 1646 |
| | | MON. | 9.00P | 30 | CBS | CS | | | | | | B | 20.7 | 32 | 1687 |
| MCCLAIN'S LAW | | | | | | | 4 | 174 | 189 | 92 | 97 | A | 11.8 | 21 | 962 |
| | | TUE. | 10.00P | 60 | NBC | OP | | | | | | B | 11.9 | 22 | 970 |
| MORK & MINDY | | | | | | | 5 | 191 | | 98 | | A | 8.5 | 17 | 693 |
| | 1 | THU. | 8.00P | 30 | ABC | CS | | | | | | B | 8.5 | 18 | 693 |
| MR. MERLIN | | | | | | | 5 | 184 | 188 | 95 | 97 | A | 10.2 | 21 | 831 |
| | | WED. | 8.00P | 30 | CBS | CS | | | | | | B | 10.0 | 22 | 815 |
| NBC MONDAY NIGHT MOVIES | | | | | | | 34 | 198 | 199 | 99 | 99 | A | 13.7 | 24 | 1117 |
| | 1 | MON. | 9.00P | 120 | NBC | FF | | | | | | B | 16.2 | 26 | 1320 |
| | 2 | MON. | 9.40P | 120 | | | | | | | | | | | |
| NBC MOVIE OF THE WEEK(S) | | | | | | | | | 183 | | 95 | A | 8.4 | 17 | 685 |
| | 2 | SAT. | 8.00P | 120 | NBC | FF | | | | | | | | | |
| NBC NEWS CAPSULE-M-F | | | | | | | 35 | 166 | 170 | 86 | 87 | A | 10.0 | 19 | 815 |
| | 1 | M-TH | 8.58P | 1 | NBC | N | | | | | | B | 9.3 | 18 | 758 |
| | 1 | FRI. | 9.01P | 1 | | | | | | | | | | | |
| | 2 | MON. | 9.38P | 1 | | | | | | | | | | | |
| | 2 | TU-TH | 8.58P | 1 | | | | | | | | | | | |
| | 2 | FRI. | 8.59P | 1 | | | | | | | | | | | |
| NBC NEWS CAPSULE-2-M-F | | | | | | | 18 | 171 | 174 | 88 | 91 | A | 11.3 | 21 | 921 |
| | 1 | TU&TH | 9.58P | 1 | NBC | N | | | | | | B | 10.2 | 19 | 831 |
| | 2 | MON. | 10.31P | 1 | | | | | | | | | | | |
| | 2 | W & F | 9.58P | 1 | | | | | | | | | | | |
| NBC NEWS CAPSULE-SAT | | | | | | | 7 | 151 | 156 | 85 | 86 | A | 6.6 | 14 | 538 |
| | 1 | SAT. | 8.58P | 1 | NBC | N | | | | | | B | 7.4 | 16 | 603 |
| | 2 | SAT. | 9.07P | 1 | | | | | | | | | | | |
| NBC NEWS CAPSULE-2-SAT. | | | | | | | 3 | 168 | | 89 | | A | 5.7 | 11 | 465 |
| | 1 | SAT. | 9.58P | 1 | NBC | N | | | | | | B | 6.2 | 13 | 505 |
| NBC NEWS CAPSULE-SUN | | | | | | | 7 | 177 | 173 | 91 | 92 | A | 11.2 | 21 | 913 |
| | | SUN. | 8.58P | 1 | NBC | N | | | | | | B | 11.4 | 22 | 929 |
| NBC NEWS CAPSULE-2-SUN. | | | | | | | 3 | | 179 | | 92 | A | 12.6 | 22 | 1027 |
| | 2 | SUN. | 10.04P | 1 | NBC | N | | | | | | B | 11.7 | 20 | 954 |

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

## 2ND AUG. 1982 REPORT

EVENING CONT'D

| PROGRAM NAME / WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NBC NIGHTLY NEWS-SAT. | | | | | | 39 | 166 | 163 | 86 | 86 | A | 6.2 | 16 | 505 |
| | SAT. | 6.30P | 30 | NBC | N | | | | | | B | 8.4 | 17 | 685 |
| NBC NIGHTLY NEWS-SUN. | | | | | | 35 | 166 | 163 | 86 | 82 | A | 6.5 | 16 | 530 |
| | SUN. | 6.30P | 30 | NBC | N | | | | | | B | 7.7 | 16 | 628 |
| NBC NIGHTLY NEWS | | | | | | 217 | 205 | 203 | 99 | 99 | A | 9.0 | 20 | 734 |
| | M-F | 6.30P | 30 | NBC | N | | | | | | B | 11.6 | 22 | 945 |
| NBC REPORTS(S) | | | | | | | 183 | | 96 | | A | 6.1 | 13 | 497 |
| 1 | SAT. | 10.00P | 60 | NBC | N | | | | | | | | | |
| NBC REPORTS-SAT(S) | | | | | | | | 175 | | 94 | A | 5.6 | 11 | 456 |
| 2 | SAT. | 10.00P | 60 | NBC | N | | | | | | | | | |
| NBC SUNDAY NIGHT MOVIE | | | | | | 33 | 196 | | 96 | | A | 14.1 | 26 | 1149 |
| 1 | SUN. | 9.00P | 120 | NBC | FF | | | | | | B | 15.3 | 25 | 1247 |
| NEWSBREAK-M-F | | | | | | 213 | 176 | 178 | 92 | 93 | A | 10.9 | 21 | 888 |
| 1 | MON. | 8.28P | 1 | CBS | N | | | | | | B | 14.1 | 23 | 1149 |
| 1 | TUWF | 8.58P | 1 | | | | | | | | | | | |
| 1 | THU. | 8.57P | 2 | | | | | | | | | | | |
| 2 | MTUTHF | 8.58P | 1 | | | | | | | | | | | |
| 2 | WED. | 9.11P | 1 | | | | | | | | | | | |
| NEWSBREAK-SAT. | | | | | | 43 | 191 | 170 | 95 | 88 | A | 8.9 | 19 | 725 |
| | SAT. | 8.58P | 1 | CBS | N | | | | | | B | 12.2 | 22 | 994 |

| PROGRAM NAME / WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| SIMON & SIMON | | | | | | 5 | 191 | | 98 | | A | 12.7 | 23 | 1035 |
| 1 | THU. | 9.00P | 60 | CBS | PD | | | | | | B | 13.0 | 24 | 1060 |
| 60 MINUTES | | | | | | 44 | 206 | 206 | 99 | 99 | A | 17.2 | 38 | 1402 |
| | SUN. | 7.00P | 60 | CBS | DN | | | | | | B | 23.9 | 42 | 1948 |
| THREE'S COMPANY | | | | | | 41 | 207 | 206 | 99 | 99 | A | 18.7 | 33 | 1524 |
| | TUE. | 9.00P | 30 | ABC | CS | | | | | | B | 22.0 | 34 | 1793 |
| TODAY'S FBI | | | | | | 10 | 183 | | 95 | | A | 11.1 | 25 | 905 |
| 1 | SAT. | 8.00P | 60 | ABC | OP | | | | | | B | 9.9 | 23 | 807 |
| TOO CLOSE FOR COMFORT | | | | | | 38 | 204 | 206 | 98 | 99 | A | 18.9 | 33 | 1540 |
| | TUE. | 9.30P | 30 | ABC | CS | | | | | | B | 21.6 | 34 | 1760 |
| TRAPPER JOHN, M.D. | | | | | | 36 | 198 | 196 | 98 | 99 | A | 17.0 | 31 | 1386 |
| | SUN. | 10.00P | 60 | CBS | GD | | | | | | B | 19.7 | 34 | 1606 |
| 20/20 | | | | | | 38 | 200 | 202 | 99 | 99 | A | 13.1 | 24 | 1068 |
| | THU. | 10.00P | 60 | ABC | DN | | | | | | B | 15.1 | 26 | 1231 |
| TWO OF US | | | | | | 7 | 188 | | 97 | | A | 9.0 | 18 | 734 |
| 1 | TUE. | 8.30P | 30 | CBS | CS | | | | | | B | 8.5 | 17 | 693 |
| WALT DISNEY | | | | | | 39 | | 176 | | 92 | A | 8.2 | 17 | 668 |
| 2 | SAT. | 8.00P | 60 | CBS | FV | | | | | | B | 14.0 | 26 | 1141 |
| WKRP IN CINCINNATI | | | | | | 10 | 189 | 190 | 97 | 97 | A | 16.4 | 30 | 1337 |
| | MON. | 8.30P | 30 | CBS | CS | | | | | | B | 16.3 | 30 | 1328 |

| PROGRAM NAME / WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NEWSBREAK-SUN. | | | | | | 44 | 181 | 182 | 95 | 96 | A | 13.8 | 26 | 1125 |
| | SUN. | 8.58P | 1 | CBS | N | | | | | | B | 18.2 | 29 | 1483 |
| NFL PRE SEASON FTBL-ABC(S) | | | | | | | | 200 | | 98 | A | 11.2 | 23 | 913 |
| 2 | FRI. | 8.30P | 201 | ABC | SE | | | | | | | | | |
| NFL PRE-SEASON FTBL-CBS(S) | | | | | | | | 197 | | 99 | A | 11.2 | 24 | 913 |
| 2 | SAT. | 9.00P | 200 | CBS | SE | | | | | | | | | |
| NICHOLS AND DYMES(S) | | | | | | | 184 | | 95 | | A | 7.4 | 15 | 603 |
| 1 | SAT. | 9.00P | 60 | NBC | OP | | | | | | | | | |
| NURSE(S) | | | | | | | | 186 | | 98 | A | 10.8 | 19 | 880 |
| 2 | TUE. | 9.00P | 120 | CBS | GD | | | | | | | | | |
| ONE DAY AT A TIME | | | | | | 36 | 196 | 196 | 98 | 99 | A | 14.0 | 27 | 1141 |
| | SUN. | 8.30P | 30 | CBS | CS | | | | | | B | 18.7 | 31 | 1524 |
| ONE OF THE BOYS | | | | | | 3 | 171 | 169 | 89 | 90 | A | 6.3 | 14 | 513 |
| | FRI. | 8.00P | 30 | NBC | CS | | | | | | B | 6.0 | 14 | 489 |
| PIECE OF THE ACTION(S) | | | | | | | | 190 | | 99 | A | 12.3 | 23 | 1002 |
| 2 | WED. | 8.30P | 150 | CBS | FF | | | | | | | | | |
| PRIVATE BENJAMIN | | | | | | 10 | 189 | | 97 | | A | 15.6 | 31 | 1271 |
| 1 | MON. | 8.00P | 30 | CBS | CS | | | | | | B | 14.1 | 28 | 1149 |
| QUINCY, M.E. | | | | | | 37 | 200 | 200 | 99 | 99 | A | 14.8 | 27 | 1206 |
| | WED. | 10.00P | 60 | NBC | OP | | | | | | B | 16.0 | 28 | 1304 |
| RENEGADES(S) | | | | | | | 202 | | 99 | | A | 17.9 | 33 | 1459 |
| 1 | WED. | 8.00P | 120 | ABC | FF | | | | | | | | | |
| REAL PEOPLE | | | | | | 42 | 201 | 202 | 99 | 98 | A | 13.7 | 28 | 1117 |
| | WED. | 8.00P | 60 | NBC | PV | | | | | | B | 17.6 | 29 | 1434 |

•LATE FRINGE

| PROGRAM NAME / WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC MOVIE OF THE WEEK | | | | | | 27 | 87 | 148 | 60 | 86 | A | 1.9 | 11 | 155 |
| 1 | MON. | 12.30A | 71 | ABC | FF | | | | | | B | 2.9 | 14 | 236 |
| 2 | MON. | 12.47A | 71 | | | | | | | | | | | |
| ABC MOVIE OF THE WEEK-2 | | | | | | 22 | 87 | 148 | 60 | 86 | A | 1.4 | 11 | 114 |
| 1 | MON. | 1.41A | 29 | ABC | FF | | | | | | B | 2.2 | 15 | 179 |
| 2 | MON. | 1.58A | 15 | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE-MON | | | | | | 10 | 189 | 187 | 97 | 97 | A | 4.1 | 15 | 334 |
| 1 | MON. | 12.00M | 30 | ABC | N | | | | | | B | 4.6 | 16 | 375 |
| 2 | MON. | 12.16A | 31 | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE-T-F | | | | | | 181 | 187 | 190 | 96 | 97 | A | 6.3 | 18 | 513 |
| 1 | TUWF | 11.30P | 30 | ABC | N | | | | | | B | 7.2 | 20 | 587 |
| 2 | TU-TH | 11.30P | 30 | | | | | | | | | | | |
| ABC NEWS:NIGHTLINE-FRI(B) | | | | | | | | 186 | | 94 | A | 3.8 | 14 | 310 |
| 2 | FRI. | 12.27A | 32 | ABC | N | | | | | | | | | |
| ABC WEEKEND REPORT-SAT. | | | | | | 43 | 168 | 167 | 89 | 89 | A | 5.9 | 13 | 481 |
| | SAT. | 11.00P | 15 | ABC | N | | | | | | B | 6.3 | 14 | 513 |
| ABC WEEKEND REPORT-SUN. | | | | | | 44 | 168 | 173 | 90 | 92 | A | 4.4 | 11 | 359 |
| 1 | SUN. | 11.29P | 15 | ABC | N | | | | | | B | 4.7 | 11 | 383 |
| 2 | SUN. | 11.00P | 15 | | | | | | | | | | | |
| CBS SUNDAY NEWS-OSGOOD | | | | | | 45 | 126 | 126 | 70 | 70 | A | 5.8 | 12 | 473 |
| | SUN. | 11.00P | 15 | CBS | N | | | | | | B | 6.5 | 14 | 530 |
| DAVID LETTERMAN I | | | | | | 107 | 181 | 180 | 94 | 93 | A | 3.1 | 15 | 253 |
| 1 | M-TH | 12.30A | 30 | NBC | GV | | | | | | B | 2.9 | 15 | 236 |
| 2 | MON. | 1.10A | 30 | | | | | | | | | | | |
| 2 | TU-TH | 12.30A | 30 | | | | | | | | | | | |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | T/C THIS SEASON / PROG. TYPE | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| LATE FRINGE CONT'D | | | | | | | | | | | | |
| DAVID LETTERMAN II | | | | 107 | 181 | 180 | 94 | 93 | A | 2.4 | 15 | 196 |
| 1 M-TH | 1.00A | 30 | NBC | GV | | | | | B | 2.2 | 14 | 179 |
| 2 MON. | 1.40A | 30 | | | | | | | | | | |
| 2 TU-TH | 1.00A | 30 | | | | | | | | | | |
| DAVID LETTERMAN-SPECIAL(S) | | | | | 176 | | 94 | | A | 3.0 | 14 | 245 |
| 1 FRI. | 12.30A | 90 | NBC | GV | | | | | | | | |
| FANTASY ISLAND-12.00 | | | | 43 | 157 | 157 | 88 | 88 | A | 3.3 | 14 | 269 |
| TUE. | 12.00M | 69 | ABC | A | | | | | B | 3.3 | 15 | 269 |
| FRIDAYS | | | | 40 | 167 | | 92 | | A | 3.8 | 14 | 310 |
| 1 FRI. | 12.00M | 71 | ABC | GV | | | | | B | 4.5 | 16 | 367 |
| FRIDAYS-PART 2 | | | | 36 | 161 | | 92 | | A | 3.7 | 17 | 302 |
| 1 FRI. | 1.11A | 6 | ABC | GV | | | | | B | 3.5 | 17 | 285 |
| LATE MOVIE I | | | | 216 | 167 | 166 | 88 | 88 | A | 6.5 | 21 | 530 |
| 1 MON. | 11.30P | 71 | CBS | FF | | | | | B | 6.2 | 21 | 505 |
| 1 TUE. | 11.30P | 69 | | | | | | | | | | |
| 1 WED. | 11.30P | 70 | | | | | | | | | | |
| 1 THU. | 12.00M | 72 | | | | | | | | | | |
| 1 FRI. | 11.30P | 77 | | | | | | | | | | |
| 2 M & TH | 11.30P | 71 | | | | | | | | | | |
| 2 TUE. | 11.30P | 70 | | | | | | | | | | |
| 2 WED. | 11.30P | 78 | | | | | | | | | | |

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | T/C THIS SEASON / PROG. TYPE | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| NBC SPECIAL REPORT(S) | | | | | | 198 | | 98 | A | 4.9 | 14 | 399 |
| 2 SAT. | 11.30P | 50 | NBC | N | | | | | | | | |
| SATURDAY NIGHT | | | | 37 | 198 | 194 | 98 | 97 | A | 5.3 | 19 | 432 |
| 1 SAT. | 11.30P | 74 | NBC | GV | | | | | B | 7.6 | 23 | 619 |
| 2 SAT. | 12.20A | 76 | | | | | | | | | | |
| SCTV NETWORK | | | | 36 | | 175 | | 97 | A | 3.6 | 18 | 293 |
| 2 FRI. | 12.30A | 90 | NBC | GV | | | | | B | 3.3 | 16 | 269 |
| TONIGHT SHOW | | | | 219 | 205 | 204 | 99 | 99 | A | 6.3 | 20 | 513 |
| 1 M-F | 11.30P | 60 | NBC | GV | | | | | B | 6.8 | 22 | 554 |
| 2 MON. | 12.10A | 60 | | | | | | | | | | |
| 2 TU-F | 11.30P | 60 | | | | | | | | | | |
| VEGA$-12.00 | | | | 41 | | 151 | | 86 | A | 2.9 | 12 | 236 |
| 2 THU. | 12.00M | 69 | ABC | PD | | | | | B | 3.0 | 14 | 245 |
| VIEWPOINT(S) | | | | | 189 | | 97 | | A | 5.3 | 19 | 432 |
| 1 THU. | 11.30P | 121 | ABC | N | | | | | | | | |
| •WEEKDAY DAYTIME | | | | | | | | | | | | |
| ABC DAYTIME NEWSBRIEF-M-F | | | | 219 | 176 | 176 | 93 | 93 | A | 8.4 | 28 | 685 |
| M-F | 1.57P | 2 | ABC | N | | | | | B | 8.6 | 30 | 701 |
| ABC NEWS THIS MORNING-645 | | | | 35 | 133 | 135 | 84 | 85 | A | 1.8 | 21 | 147 |
| M-F | 6.45A | 15 | ABC | N | | | | | B | 1.6 | 18 | 130 |

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | T/C THIS SEASON / PROG. TYPE | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2 FRI. | 11.30P | 76 | | | | | | | | | | |
| LATE MOVIE II | | | | 216 | 167 | 167 | 88 | 88 | A | 4.6 | 25 | 375 |
| 1 MON. | 12.41A | 51 | CBS | FF | | | | | B | 4.4 | 25 | 359 |
| 1 TUE. | 12.39A | 42 | | | | | | | | | | |
| 1 WED. | 12.40A | 56 | | | | | | | | | | |
| 1 THU. | 1.12A | 46 | | | | | | | | | | |
| 1 FRI. | 12.47A | 48 | | | | | | | | | | |
| 2 MON. | 12.41A | 46 | | | | | | | | | | |
| 2 TUE. | 12.40A | 43 | | | | | | | | | | |
| 2 WED. | 12.48A | 43 | | | | | | | | | | |
| 2 THU. | 12.41A | 53 | | | | | | | | | | |
| 2 FRI. | 12.46A | 50 | | | | | | | | | | |
| LOVE BOAT-12.00 | | | | 42 | 159 | 158 | 88 | 87 | A | 4.0 | 17 | 326 |
| 1 WED. | 12.00M | 68 | ABC | CS | | | | | B | 3.8 | 18 | 310 |
| 2 WED. | 12.00M | 69 | | | | | | | | | | |
| NBC LATE NIGHT MOVIE | | | | 43 | 58 | 55 | 39 | 38 | A | 1.3 | 5 | 106 |
| 1 SUN. | 11.30P | 55 | NBC | FF | | | | | B | 1.7 | 7 | 139 |
| 2 SUN. | 11.30P | 95 | | | | | | | | | | |
| NBC NEWS OVERNIGHT-M-F | | | | 35 | 142 | 142 | 87 | 87 | A | 1.4 | 11 | 114 |
| 1 MON. | 1.30A | 30 | NBC | N | | | | | B | 1.4 | 11 | 114 |
| 1 TUE. | 1.30A | 46 | | | | | | | | | | |
| 1 WED. | 1.30A | 42 | | | | | | | | | | |
| 1 THU. | 1.30A | 40 | | | | | | | | | | |
| FRI. | 2.00A | 30 | | | | | | | | | | |
| 2 MON. | 2.10A | 30 | | | | | | | | | | |
| 2 TUE. | 1.30A | 30 | | | | | | | | | | |
| 2 WED. | 1.30A | 32 | | | | | | | | | | |
| 2 THU. | 1.30A | 44 | | | | | | | | | | |

| PROGRAM NAME / WK # DAY | START TIME | DUR | NET | T/C THIS SEASON / PROG. TYPE | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ALICE-M-F | | | | 215 | 155 | 154 | 88 | 88 | A | 7.3 | 31 | 595 |
| M-F | 10.30A | 30 | CBS | CS | | | | | B | 5.6 | 26 | 456 |
| ALL MY CHILDREN | | | | 218 | 202 | 202 | 99 | 99 | A | 9.8 | 32 | 799 |
| 1 M-F | 1.00P | 60 | ABC | DD | | | | | B | 9.3 | 32 | 758 |
| 2 M-TH | 1.00P | 60 | | | | | | | | | | |
| ANOTHER WORLD | | | | 212 | 201 | 201 | 99 | 99 | A | 4.8 | 17 | 391 |
| M-F | 2.00P | 60 | NBC | DD | | | | | B | 4.5 | 16 | 367 |
| AS THE WORLD TURNS | | | | 217 | 202 | 203 | 99 | 99 | A | 7.6 | 26 | 619 |
| 1 M-TH | 1.30P | 60 | CBS | DD | | | | | B | 7.1 | 25 | 579 |
| 1 FRI. | 1.30P | 32 | | | | | | | | | | |
| & | 2.20P | 10 | | | | | | | | | | |
| 2 M-F | 1.30P | 60 | | | | | | | | | | |
| CAPITOL | | | | 95 | 195 | 195 | 96 | 96 | A | 6.0 | 22 | 489 |
| M-F | 2.30P | 30 | CBS | DD | | | | | B | 5.3 | 20 | 432 |
| CAPTAIN KANGAROO | | | | 145 | 86 | 76 | 66 | 62 | A | .5 | 6 | 41 |
| M-F | 6.30A | 30 | CBS | C | | | | | B | .5 | 6 | 41 |
| CHIPS M-F | | | | 79 | 160 | 159 | 87 | 87 | A | 4.4 | 15 | 359 |
| M-F | 3.00P | 60 | NBC | OP | | | | | B | 4.0 | 14 | 326 |
| DAYS OF OUR LIVES | | | | 214 | 204 | 200 | 99 | 98 | A | 6.2 | 20 | 505 |
| 1 M-F | 1.00P | 60 | NBC | DD | | | | | B | 5.7 | 20 | 465 |
| 2 M-TH | 1.00P | 60 | | | | | | | | | | |
| 2 FRI. | 1.48P | 12 | | | | | | | | | | |
| DIFF'RENT STROKES M-F | | | | 85 | 123 | 127 | 79 | 80 | A | 5.2 | 23 | 424 |
| M-F | 10.00A | 30 | NBC | CS | | | | | B | 3.5 | 17 | 285 |
| DOCTORS | | | | 95 | 136 | 136 | 68 | 68 | A | 1.9 | 7 | 155 |
| M-F | 12.00N | 30 | NBC | DD | | | | | B | 2.1 | 8 | 171 |



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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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|---|---|---|---|---|---|---|---|---|---|
| WEEKDAY DAYTIME CONT'D | | | | | | | | | |
| EARLY TODAY M-F | 34 | 168 | 166 | 91 | 90 | A | 1.4 | 18 | 114 |
| M-F 6.30A 25 NBC | N | | | | | B | 1.2 | 15 | 98 |
| EDGE OF NIGHT | 211 | 155 | 154 | 80 | 78 | A | 4.4 | 15 | 359 |
| M-F 4.00P 30 ABC | DD | | | | | B | 4.8 | 15 | 391 |
| FAMILY FEUD | 219 | 174 | 172 | 91 | 91 | A | 7.2 | 27 | 587 |
| M-F 12.00N 30 ABC | QP | | | | | B | 6.7 | 26 | 546 |
| GENERAL HOSPITAL | 217 | 204 | 204 | 99 | 99 | A | 9.5 | 33 | 774 |
| M-F 3.00P 60 ABC | DD | | | | | B | 10.7 | 35 | 872 |
| GOOD MORNING, AMERICA-730 | 219 | 207 | 206 | 99 | 99 | A | 4.6 | 31 | 375 |
| M-F 7.30A 30 ABC | N | | | | | B | 5.2 | 29 | 424 |
| GOOD MORNING, AMERICA-830 | 219 | 207 | 207 | 99 | 99 | A | 4.9 | 24 | 399 |
| M-F 8.30A 30 ABC | N | | | | | B | 5.3 | 26 | 432 |
| GUIDING LIGHT | 216 | 204 | 204 | 99 | 99 | A | 7.6 | 26 | 619 |
| M-F 3.00P 60 CBS | DD | | | | | B | 7.6 | 25 | 619 |
| LOVE BOAT DAYTIME | 218 | 188 | 186 | 96 | 95 | A | 8.1 | 32 | 660 |
| M-F 11.00A 60 ABC | CS | | | | | B | 6.3 | 27 | 513 |
| MORNING-KURTIS & SAWYER 1 | 105 | 185 | 185 | 99 | 99 | A | 2.5 | 17 | 204 |
| M-F 7.30A 30 CBS | N | | | | | B | 2.7 | 16 | 220 |
| MORNING-KURTIS & SAWYER 2 | 105 | 185 | 186 | 99 | 99 | A | 3.0 | 15 | 245 |
| TODAY SHOW-8.30AM | 218 | 205 | 205 | 99 | 99 | A | 4.0 | 20 | 326 |
| M-F 8.30A 30 NBC | N | | | | | B | 4.8 | 24 | 391 |
| WHEEL OF FORTUNE | 79 | 149 | 148 | 85 | 85 | A | 4.8 | 20 | 391 |
| M-F 10.30A 30 NBC | QG | | | | | B | 4.1 | 19 | 334 |
| YOUNG AND THE RESTLESS | 217 | 200 | 201 | 99 | 99 | A | 8.0 | 29 | 652 |
| M-F 12.30P 60 CBS | DD | | | | | B | 7.3 | 28 | 595 |
| •WEEKEND DAYTIME | | | | | | | | | |
| ABC WEEKEND SPECIALS | 36 | 185 | 187 | 93 | 93 | A | 4.2 | 17 | 342 |
| SAT. 12.00N 30 ABC | FV | | | | | B | 5.4 | 20 | 440 |
| ABC WIDE WORLD-SPORTS SAT | 33 | 195 | 198 | 98 | 99 | A | 7.3 | 21 | 595 |
| SAT. 5.00P 90 ABC | SA | | | | | B | 8.8 | 22 | 717 |
| AMERICAN BANDSTAND '82 | 35 | 173 | 175 | 86 | 86 | A | 4.4 | 17 | 359 |
| SAT. 12.30P 60 ABC | PC | | | | | B | 4.6 | 16 | 375 |
| ATP PRO TENNIS CHAMP(S) | | | 185 | | 95 | A | 3.6 | 11 | 293 |
| 2 SUN. 2.00P 120 CBS | SE | | | | | | | | |
| BETCHA DON'T KNOW-8:28AM | 30 | 181 | 181 | 94 | 94 | A | 3.1 | 34 | 253 |
| SAT. 8.28A 2 NBC | CN | | | | | B | 4.0 | 29 | 326 |
| BETCHA DON'T KNOW-9:28AM | 31 | 207 | 207 | 99 | 99 | A | 7.2 | 44 | 587 |
| SAT. 9.28A 2 NBC | CN | | | | | B | 8.2 | 40 | 668 |

| PROGRAM NAME / WK # DAY START TIME DUR NET | T/C THIS SEASON / PROG. TYPE | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|
| M-F 8.30A 30 CBS | N | | | | | B | 2.8 | 14 | 228 |
| NEWSBREAK-11.57 | 214 | 170 | 170 | 90 | 90 | A | 7.4 | 28 | 603 |
| M-F 11.57A 2 CBS | N | | | | | B | 6.6 | 28 | 538 |
| NEWSBREAK-3.57 | 216 | 185 | 185 | 95 | 95 | A | 6.1 | 20 | 497 |
| M-F 3.57P 2 CBS | N | | | | | B | 6.3 | 20 | 513 |
| ONE DAY AT A TIME-M-F | 213 | 143 | 142 | 82 | 82 | A | 4.6 | 21 | 375 |
| M-F 10.00A 30 CBS | CS | | | | | B | 4.0 | 20 | 326 |
| ONE LIFE TO LIVE | 219 | 202 | 202 | 99 | 99 | A | 8.2 | 29 | 668 |
| 1 M-TH 2.00P 60 ABC | DD | | | | | B | 8.9 | 32 | 725 |
| 1 FRI. 2.00P 2 | | | | | | | | | |
| & 2.20P 40 | | | | | | | | | |
| 2 M-F 2.00P 60 | | | | | | | | | |
| PRICE IS RIGHT 1 | 216 | 195 | 196 | 97 | 97 | A | 7.7 | 32 | 628 |
| M-F 11.00A 30 CBS | AP | | | | | B | 6.6 | 30 | 538 |
| PRICE IS RIGHT 2 | 215 | 195 | 195 | 97 | 97 | A | 8.6 | 33 | 701 |
| M-F 11.30A 30 CBS | AP | | | | | B | 7.8 | 33 | 636 |
| RYAN'S HOPE | 218 | 182 | 174 | 96 | 93 | A | 6.7 | 25 | 546 |
| M-F 12.30P 30 ABC | DD | | | | | B | 6.7 | 25 | 546 |
| SEARCH FOR TOMORROW | 95 | 184 | 184 | 93 | 93 | A | 3.0 | 11 | 245 |
| M-F 12.30P 30 NBC | DD | | | | | B | 3.0 | 12 | 245 |
| TATTLETALES | 144 | 117 | 116 | 66 | 64 | A | 3.6 | 13 | 293 |
| M-F 4.00P 30 CBS | QG | | | | | B | 3.0 | 10 | 245 |
| TEXAS | 80 | 178 | 178 | 90 | 90 | A | 2.7 | 11 | 220 |
| M-F 11.00A 60 NBC | DD | | | | | B | 2.6 | 12 | 212 |
| TODAY SHOW-7.30AM | 217 | 205 | 205 | 99 | 99 | A | 3.5 | 23 | 285 |
| M-F 7.30A 30 NBC | N | | | | | B | 4.4 | 25 | 359 |
| BETCHA DON'T KNOW-10:28AM | 30 | 195 | 195 | 97 | 97 | A | 5.1 | 23 | 416 |
| SAT. 10.28A 2 NBC | CN | | | | | B | 5.3 | 22 | 432 |
| BETCHA DON'T KNOW-11:58AM | 29 | 179 | 179 | 91 | 91 | A | 4.3 | 18 | 350 |
| SAT. 11.58A 2 NBC | CN | | | | | B | 4.2 | 16 | 342 |
| BETCHA DON'T KNOW-12:28PM | 30 | 162 | 158 | 76 | 76 | A | 4.4 | 17 | 359 |
| SAT. 12.28P 2 NBC | CN | | | | | B | 4.5 | 17 | 367 |
| BLACKSTAR | 33 | 188 | 191 | 93 | 95 | A | 5.1 | 21 | 416 |
| SAT. 11.30A 30 CBS | CA | | | | | B | 5.9 | 22 | 481 |
| BUGS BUNNY/ROAD RUNNER 1 | 34 | 201 | 201 | 99 | 99 | A | 4.8 | 24 | 391 |
| SAT. 9.30A 30 CBS | CA | | | | | B | 5.7 | 25 | 465 |
| BUGS BUNNY/ROAD RUNNER 2 | 35 | 201 | 201 | 99 | 99 | A | 6.0 | 27 | 489 |
| SAT. 10.00A 30 CBS | CA | | | | | B | 7.0 | 28 | 571 |
| BUGS BUNNY/ROAD RUNNER 3 | 35 | 200 | 200 | 98 | 98 | A | 6.6 | 28 | 538 |
| SAT. 10.30A 30 CBS | CA | | | | | B | 7.3 | 29 | 595 |
| BUGS BUNNY/ROAD RUNNER 4 | 35 | 200 | 200 | 98 | 98 | A | 6.5 | 28 | 530 |
| SAT. 11.00A 30 CBS | CA | | | | | B | 7.6 | 29 | 619 |
| CBS SPORTS SATURDAY | 29 | 193 | | 99 | | A | 8.6 | | 701 |
| 1 SAT. 3.00P 191 CBS | SA | | | | | B | 6.7 | 19 | 546 |
| CBS SPORTS SPECIAL(S) | | | 196 | | 99 | A | 6.1 | 19 | 497 |
| 2 SAT. 5.00P 60 CBS | SE | | | | | | | | |
| CBS SPORTS SUNDAY | 6 | 186 | | 95 | | A | 6.0 | 19 | 489 |
| 1 SUN. 4.30P 90 CBS | SA | | | | | B | 6.3 | 19 | 513 |
| DAFFY/SPEEDY SHOW | 38 | 162 | 158 | 76 | 76 | A | 4.6 | 19 | 375 |
| SAT. 12.00N 30 NBC | CA | | | | | B | 4.7 | 17 | 383 |

| PROGRAM NAME / WK # DAY START TIME DUR NET | T/C THIS SEASON / PROG. TYPE | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | |
| DEAR ALEX & ANNIE-10.56AM | 27 | 196 | 197 | 99 | 99 | A | 4.2 | 18 | 342 |
| SAT. 10.56A 3 ABC CN | | | | | | B | 5.1 | 21 | 416 |
| DEAR ALEX & ANNIE-11.25AM | 44 | 118 | 119 | 80 | 80 | A | 1.8 | 8 | 147 |
| SUN. 11.25A 4 ABC CN | | | | | | B | 2.7 | 11 | 220 |
| FACE THE NATION | 45 | 180 | 177 | 97 | 96 | A | 2.9 | 13 | 236 |
| SUN. 11.30A 30 CBS CC | | | | | | B | 3.3 | 13 | 269 |
| FLINTSTONE'S COMEDY SHW2 | 45 | 181 | 181 | 94 | 94 | A | 2.3 | 26 | 187 |
| SAT. 8.00A 30 NBC CA | | | | | | B | 2.8 | 23 | 228 |
| FONZ AND HAPPY DAYS GANG | 27 | 194 | 195 | 98 | 98 | A | 5.1 | 22 | 416 |
| SAT. 11.00A 30 ABC CA | | | | | | B | 5.8 | 24 | 473 |
| GOLDIE GOLD/ACTION JACK | 27 | 192 | 194 | 98 | 99 | A | 3.2 | 19 | 261 |
| SAT. 9.00A 30 ABC CA | | | | | | B | 3.8 | 18 | 310 |
| HARTFORD OPEN GOLF-SAT.(S) | | 159 | | 85 | | A | 3.8 | 12 | 310 |
| 1 SAT. 5.19P 41 NBC SE | | | | | | | | | |
| HARTFORD OPEN GOLF-SUN.(S) | | 181 | | 93 | | A | 4.1 | 13 | 334 |
| 1 SUN. 2.00P 128 NBC SE | | | | | | | | | |
| HEATHCLIFF & MARMADUKE | 27 | 190 | 190 | 97 | 97 | A | 5.2 | 23 | 424 |
| SAT. 11.30A 30 ABC CA | | | | | | B | 5.7 | 23 | 465 |
| IN THE NEWS- 8.26AM | 46 | 193 | 193 | 97 | 97 | A | 1.6 | 15 | 130 |
| SAT. 8.26A 3 CBS CN | | | | | | B | 2.7 | 18 | 220 |
| IN THE NEWS- 8.56AM | 46 | 200 | 199 | 99 | 99 | A | 1.9 | 13 | 155 |
| SAT. 8.56A 3 CBS CN | | | | | | B | 3.4 | 18 | 277 |
| IN THE NEWS- 9.26AM | 46 | 200 | 199 | 99 | 99 | A | 2.4 | 14 | 196 |
| SAT. 9.26A 3 CBS CN | | | | | | B | 4.3 | 20 | 350 |
| IN THE NEWS-9.56AM | 45 | 201 | 201 | 99 | 99 | A | 5.6 | 27 | 456 |
| SAT. 9.56A 3 CBS CN | | | | | | B | 6.4 | 27 | 522 |
| IN THE NEWS-11.56AM | 44 | 188 | 191 | 93 | 95 | A | 4.5 | 19 | 367 |
| SAT. 11.56A 3 CBS CN | | | | | | B | 5.5 | 21 | 448 |
| IN THE NEWS-12.26PM | 44 | 165 | 175 | 80 | 89 | A | 3.8 | 15 | 310 |
| SAT. 12.26P 3 CBS CN | | | | | | B | 4.4 | 16 | 359 |
| IN THE NEWS-12.56PM | 42 | 161 | 176 | 81 | 90 | A | 4.3 | 17 | 350 |
| SAT. 12.56P 3 CBS CN | | | | | | B | 5.2 | 18 | 424 |
| IN THE NEWS- 1.26PM | 40 | 153 | 164 | 77 | 85 | A | 4.0 | 15 | 326 |
| SAT. 1.26P 3 CBS CN | | | | | | B | 4.5 | 15 | 367 |
| IN THE NEWS-10.56AM | 46 | 200 | 200 | 98 | 98 | A | 6.7 | 28 | 546 |
| SAT. 10.56A 3 CBS CN | | | | | | B | 7.2 | 28 | 587 |
| IN THE NEWS-11.26AM | 46 | 200 | 200 | 98 | 98 | A | 6.3 | 26 | 513 |
| SAT. 11.26A 3 CBS CN | | | | | | B | 7.2 | 28 | 587 |
| KID SUPER POWER I | 45 | 195 | 195 | 97 | 97 | A | 6.0 | 31 | 489 |
| SAT. 9.30A 30 NBC CA | | | | | | B | 6.1 | 27 | 497 |
| KID SUPER POWER II | 45 | 195 | 195 | 97 | 97 | A | 5.8 | 26 | 473 |
| SAT. 10.00A 30 NBC CA | | | | | | B | 5.8 | 24 | 473 |
| KIDS ARE PEOPLE TOO I | 44 | 121 | 118 | 80 | 80 | A | 1.7 | 8 | 139 |
| 1 SUN. 10.30A 30 ABC CL | | | | | | B | 2.2 | 9 | 179 |
| 2 SUN. 10.30A 35 | | | | | | | | | |
| KIDS ARE PEOPLE TOO II | 44 | 119 | 119 | 80 | 80 | A | 1.9 | 9 | 155 |
| 1 SUN. 11.00A 30 ABC CL | | | | | | B | 2.6 | 11 | 212 |
| 2 SUN. 11.05A 25 | | | | | | | | | |
| KWICKY KOALA SHOW | 29 | 153 | 164 | 77 | 85 | A | 4.0 | 16 | 326 |
| SAT. 1.00P 30 CBS CA | | | | | | B | 4.6 | 16 | 375 |
| LAVERNE AND SHIRLEY | 42 | 195 | 196 | 98 | 99 | A | 4.4 | 23 | 359 |
| SAT. 9.30A 30 ABC CA | | | | | | B | 5.6 | 25 | 456 |
| MEET THE PRESS | 43 | 191 | 147 | 99 | 89 | A | 3.1 | 13 | 253 |
| 1 SUN. 12.30P 30 NBC CC | | | | | | B | 3.9 | 14 | 318 |
| 2 SUN. 12.00N 30 | | | | | | | | | |
| NBC MAJOR LEAGUE PRE GAME | 17 | 196 | 208 | 95 | 99 | A | 5.9 | 22 | 481 |
| 1 SAT. 2.00P 17 NBC SC | | | | | | B | 4.8 | 18 | 391 |
| 2 SAT. 2.00P 20 | | | | | | | | | |
| NBC MAJOR LEAGUE BASEBALL | 18 | 200 | 208 | 97 | 99 | A | 6.6 | 23 | 538 |
| 1 SAT. 2.17P 182 NBC SE | | | | | | B | 6.6 | 22 | 538 |
| 2 SAT. 2.20P 157 | | | | | | | | | |
| NFL PRE-SEASON FTBL-NBC(S) | | | 207 | | 98 | A | 7.7 | 25 | 628 |
| 2 SUN. 12.30P 185 NBC SE | | | | | | | | | |
| POPEYE/OLIVE COMEDY SHOW | 35 | 193 | 193 | 97 | 97 | A | 1.6 | 16 | 130 |
| SAT. 8.00A 30 CBS CA | | | | | | B | 2.2 | 16 | 179 |
| RICHIE RICH/SCOOBY DOO-1 | 46 | 193 | 194 | 98 | 99 | A | 4.8 | 24 | 391 |
| SAT. 10.00A 30 ABC CA | | | | | | B | 5.6 | 25 | 456 |
| RICHIE RICH/SCOOBY DOO-2 | 46 | 198 | 198 | 99 | 99 | A | 5.4 | 24 | 440 |
| SAT. 10.30A 30 ABC CA | | | | | | B | 6.3 | 26 | 513 |
| SCHOOLHOUSE ROCK-8.26AM | 45 | 180 | 183 | 94 | 95 | A | 2.1 | 23 | 171 |
| SAT. 8.26A 4 ABC CN | | | | | | B | 3.2 | 22 | 261 |
| SCHOOLHOUSE ROCK-8.55AM | 27 | 192 | 192 | 98 | 98 | A | 3.2 | 23 | 261 |
| SAT. 8.55A 4 ABC CN | | | | | | B | 3.7 | 21 | 302 |
| SCHOOLHOUSE ROCK-9.25AM | 27 | 192 | 194 | 98 | 99 | A | 3.4 | 19 | 277 |
| SAT. 9.25A 4 ABC CN | | | | | | B | 3.9 | 18 | 318 |
| SMURFS I | 46 | 207 | 207 | 99 | 99 | A | 5.1 | 42 | 416 |
| SAT. 8.30A 30 NBC CA | | | | | | B | 6.0 | 36 | 489 |
| SMURFS II | 46 | 207 | 207 | 99 | 99 | A | 7.7 | 48 | 628 |
| SAT. 9.00A 30 NBC CA | | | | | | B | 8.2 | 41 | 668 |
| SPACE STARS I | 35 | 179 | 179 | 91 | 91 | A | 4.5 | 19 | 367 |
| SAT. 11.00A 30 NBC CA | | | | | | B | 4.4 | 17 | 359 |
| SPACE STARS II | 35 | 179 | 179 | 91 | 91 | A | 4.3 | 18 | 350 |
| SAT. 11.30A 30 NBC CA | | | | | | B | 4.4 | 17 | 359 |
| SPIDER-MAN & FRIENDS | 36 | 198 | 198 | 98 | 98 | A | 6.1 | 26 | 497 |
| SAT. 10.30A 30 NBC CA | | | | | | B | 5.8 | 23 | 473 |
| SPORTSBEAT | 20 | 168 | 169 | 88 | 91 | A | 4.2 | 12 | 342 |
| SUN. 5.30P 30 ABC SC | | | | | | B | 3.3 | 10 | 269 |
| SPORT BILLY | 4 | 130 | 130 | 67 | 68 | A | 3.2 | 13 | 261 |
| SAT. 12.30P 30 NBC CA | | | | | | B | 2.9 | 12 | 236 |



KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)



| PROGRAM NAME | WK # | DAY | START TIME | DUR | NET | PROG. TYPE | T/C THIS SEASON | NO. OF STATIONS WK 1 | NO. OF STATIONS WK 2 | PROGRAM COVERAGE WK 1 | PROGRAM COVERAGE WK 2 | KEY | AVG. AUD. % | SHARE % | AVG. AUD. (0,000) |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WEEKEND DAYTIME CONT'D | | | | | | | | | | | | | | | |
| SPORTSWORLD | | | | | | | 30 | 178 | 178 | 91 | 91 | A | 6.3 | 19 | 513 |
| | 1 | SUN. | 4.08P | 82 | NBC | SA | | | | | | B | 6.2 | 18 | 505 |
| | 2 | SUN. | 3.35P | 85 | | | | | | | | | | | |
| SUNDAY MORNING | | | | | | | 46 | 163 | 160 | 92 | 92 | A | 3.5 | 21 | 285 |
| | | SUN. | 9.00A | 90 | CBS | N | | | | | | B | 4.5 | 23 | 367 |
| SUPERFRIENDS | | | | | | | 46 | 180 | 183 | 94 | 95 | A | 2.1 | 24 | 171 |
| | 1 | SAT. | 8.00A | 30 | ABC | CA | | | | | | B | 3.2 | 24 | 261 |
| | 2 | SAT. | 8.08A | 22 | | | | | | | | | | | |
| TARZAN/L.RANGER/ZORRO HR1 | | | | | | | 35 | 200 | 199 | 99 | 99 | A | 1.7 | 13 | 139 |
| | | SAT. | 8.30A | 30 | CBS | CA | | | | | | B | 3.1 | 18 | 253 |
| TARZAN/L.RANGER/ZORRO HR2 | | | | | | | 35 | 200 | 199 | 99 | 99 | A | 2.0 | 12 | 163 |
| | | SAT. | 9.00A | 30 | CBS | CA | | | | | | B | 3.9 | 18 | 318 |
| THIS WEEK-DAVID BRINKLEY | | | | | | | 37 | 183 | 183 | 94 | 94 | A | 3.5 | 15 | 285 |
| | | SUN. | 11.30A | 60 | ABC | N | | | | | | B | 3.5 | 13 | 285 |
| 30 MINUTES | | | | | | | 37 | 152 | 169 | 79 | 89 | A | 3.2 | 12 | 261 |
| | | SAT. | 1.30P | 30 | CBS | DN | | | | | | B | 3.5 | 12 | 285 |
| THUNDARR THE BARBARIAN | | | | | | | 27 | 192 | 191 | 98 | 98 | A | 2.9 | 21 | 236 |
| | | SAT. | 8.30A | 30 | ABC | CA | | | | | | B | 3.6 | 20 | 293 |
| TOM AND JERRY COMEDY SHOW | | | | | | | 42 | 160 | 176 | 80 | 90 | A | 4.6 | 18 | 375 |
| | | SAT. | 12.30P | 30 | CBS | CA | | | | | | B | 5.3 | 19 | 432 |
| TROLLKINS | | | | | | | 33 | 165 | 175 | 80 | 89 | A | 3.7 | 15 | 302 |
| | | SAT. | 12.00N | 30 | CBS | CA | | | | | | B | 4.2 | 15 | 342 |
| WARWICK GOLF-SAT(S) | | | | | | | | | 174 | | 92 | A | 3.9 | 13 | 318 |
| | 2 | SAT. | 4.00P | 60 | CBS | SE | | | | | | | | | |
| WARWICK GOLF-SUN(S) | | | | | | | | | 189 | | 96 | A | 4.2 | 12 | 342 |
| | 2 | SUN. | 4.00P | 120 | CBS | SE | | | | | | | | | |
| WRLD CHMP.WOMENS GOLF-SA(S) | | | | | | | | | 172 | | 90 | A | 3.6 | 11 | 293 |
| | 2 | SAT. | 5.00P | 57 | NBC | SE | | | | | | | | | |
| WRLD CHMP.WOMENS GOLF-SU(S) | | | | | | | | | 185 | | 95 | A | 4.3 | 12 | 350 |
| | 2 | SUN. | 5.00P | 60 | NBC | SE | | | | | | | | | |

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. AUG.9, 1982

## WEEK 1

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 9,050<br>11.1 | | 20,050<br>24.6 | | | | | | | | | |
| | Program | | | | | BEST OF THE WEST (R)(OP) | | ← ABC MONDAY NIGHT BASEBALL → NEW YORK YANKEES VS DETROIT PITTSBURGH VS ST. LOUIS MULTI-SEGMENT TELECAST(→OP) | | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 7,340<br>9.0 | | 9,940<br>12.2 | 10.5* | | 12.2* | | 13.2* | | 13.2* | | 12.3* |
| | SHARE OF AUDIENCE % | | | | | 17 | | 21 | 19 * | | 21 * | | 22 * | | 22 * | | 21 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 8.8 | 9.2 | 10.3 | 10.7 | 12.2 | 12.2 | 13.1 | 13.3 | 13.7 | 12.7 | 12.4 | 12.2 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,430<br>17.7 | | 17,280<br>21.2 | | 21,430<br>26.3 | | 22,820<br>28.0 | | 18,340<br>22.5 | | | |
| | Program | | | | | PRIVATE BENJAMIN (R)(OP) | | WKRP IN CINCINNATI | | M*A*S*H (R) | | FILTHY RICH | | ← CAGNEY & LACEY → | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 12,710<br>15.6 | | 15,240<br>18.7 | | 18,660<br>22.9 | | 19,720<br>24.2 | | 14,430<br>17.7 | 17.9* | | 17.5* |
| | SHARE OF AUDIENCE % | | | | | 31 | | 33 | | 39 | | 39 | | 31 | 31 * | | 32 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 14.8 | 16.4 | 18.0 | 19.3 | 22.1 | 23.7 | 24.1 | 24.3 | 17.8 | 17.9 | 17.5 | 17.6 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | 14,180<br>17.4 | | | | 19,230<br>23.6 | | | | | | | |
| | Program | | | | | ← LITTLE HOUSE-PRAIRIE → (R)(OP) | | | | ← NBC MONDAY NIGHT MOVIES → THOU SHALT NOT KILL(R) (SUS-OP) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | 9,210<br>11.3 | 10.1* | | 12.5* | 11,330<br>13.9 | 12.1* | | 12.4* | | 15.5* | | 15.8* |
| | SHARE OF AUDIENCE % | | | | | 21 | 20 * | | 22 * | 24 | 20 * | | 20 * | | 27 * | | 29 * |
| | AVG. AUD. BY ¼ HR. % | | | | | 10.0 | 10.2 | 12.2 | 12.8 | 12.5 | 11.8 | 11.9 | 12.8 | 15.2 | 15.7 | 15.8 | 15.8 |

## WEEK 2

| | TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | 19,890<br>24.4 | | | | | | | | | |
| | Program | | | | | REAGAN ADDRESS-ABC (8:00-8:43PM) (SUS) | | | ← ABC MONDAY NIGHT BASEBALL → BALTIMORE VS BOSTON KANSAS CITY VS NEW YORK YANKEES MULTI-SEGMENT TELECAST(OP)(→OP) | | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 10,020<br>12.3 | | | 11.5* | | 13.6* | | 13.9* | | 12.7* |
| | SHARE OF AUDIENCE % | | | | | | | 22 | | | 20 * | | 23 * | | 24 * | | 23 * |
| | AVG. AUD. BY ¼ HR. % | | | | | | | 9.8 | 10.1 | 11.3 | 11.8 | 13.3 | 14.0 | 13.9 | 13.8 | 13.0 | 12.4 |
| **CBS TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | 14,590<br>17.9 | | 16,790<br>20.6 | | 18,660<br>22.9 | | 15,490<br>19.0 | | | |
| | Program | | | | | (1) (SUS)(SUS-OP) | | WKRP IN CINCINNATI (R)(OP) | | M*A*S*H (R) | | FILTHY RICH | | ← LOU GRANT → (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 11,490<br>14.1 | | 14,260<br>17.5 | | 15,650<br>19.2 | | 11,410<br>14.0 | 14.0* | | 14.0* |
| | SHARE OF AUDIENCE % | | | | | | | 26 | | 30 | | 33 | | 25 | 25 * | | 26 * |
| | AVG. AUD. BY ¼ HR. % | | | | | | | 12.4 | 15.8 | 16.7 | 18.4 | 17.9 | 20.6 | 14.3 | 13.8 | 14.0 | 13.9 |
| **NBC TV** | TOTAL AUDIENCE (Households (000) & %) | | | | | | | 14,340<br>17.6 | | | | 19,400<br>23.8 | | | | | |
| | Program | | | | | | (2) (SUS) | (3) (SUS) | ← LITTLE HOUSE-PRAIRIE → (8:40-9:40PM) (R)(OP)(→OP) | | | ← NBC MONDAY NIGHT MOVIES → LOVING YOU(R) (9:40-11:40PM) (OP)(→OP) | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | | | | | | | 9,780<br>12.0 | 9.2* | | 12.9* | 10,920<br>13.4 | 10.7* | | 14.1* | | 14.6* |
| | SHARE OF AUDIENCE % | | | | | | | 21 | 17 * | | 22 * | 25 | 18 * | | 25 * | | 27 * |
| | AVG. AUD. BY ¼ HR. % | | | | | | | 9.0 | 9.3 | 12.2 | 13.7 | 10.8 | 10.7 | 13.8 | 14.4 | 14.3 | 14.9 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 47.7 | 48.8 | 47.9 | 49.7 | 50.2 | 51.9 | 55.2 | 57.1 | 58.4 | 60.3 | 61.2 | 61.4 | 58.4 | 57.0 | 55.4 | 54.8 |
| | WK. 2 | 47.7 | 47.5 | 47.0 | 48.9 | 49.8 | 51.4 | 53.1 | 55.1 | 57.1 | 58.9 | 58.4 | 58.1 | 56.3 | 55.0 | 53.1 | 52.0 |

U.S. TV Households: 81,500,000

(1)REAGAN ADDRESS-CBS,CBS,(8:00-8:21PM)(SUS)

(2)REAGAN ADDRESS-NBC,NBC,(8:00-8:22PM)(SUS)

(3)DEMOCRATIC RESPONSE,NBC,(8:22-8:40PM)(SUS)

For explanation of symbols, See page A.



EVE.MON. AUG.16, 1982

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

## EVE.TUE. AUG.10, 1982

### WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 12,800 | | 14,590 | | 17,520 | | 16,540 | | 16,870 | | | |
| TOTAL AUDIENCE (%) | | | | | 15.7 | | 17.9 | | 21.5 | | 20.3 | | 20.7 | | | |
| Program | | | | | HAPPY DAYS (R) | | LAVERNE & SHIRLEY (R) | | THREE'S COMPANY (R) | | TOO CLOSE FOR COMFORT (R)(OP) | | ← HART TO HART (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,680 | | 12,710 | | 15,400 | | 14,670 | | 13,610 | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.1 | | 15.6 | | 18.9 | | 18.0 | | 16.7 | 16.7* | | 16.7* |
| SHARE OF AUDIENCE % | | | | | 27 | | 31 | | 34 | | 32 | | 30 | 30 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.1 | 14.2 | 15.0 | 16.1 | 18.4 | 19.4 | 17.7 | 18.4 | 16.5 | 16.8 | 17.1 | 16.3 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 10,190 | | 8,720 | | 17,030 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 12.5 | | 10.7 | | 20.9 | | | | | | | |
| Program | | | | | CRONKITE'S UNIVERSE | | TWO OF US (R)(OP) | | ← CBS TUESDAY NIGHT MOVIES THE SOLITARY MAN(R) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 8,310 | | 7,340 | | 11,000 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 10.2 | | 9.0 | | 13.5 | 11.6* | | 13.6* | | 14.4* | | 14.3* |
| SHARE OF AUDIENCE % | | | | | 21 | | 18 | | 24 | 21 * | | 24 * | | 26 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | | | | | 10.4 | 10.0 | 8.5 | 9.4 | 10.9 | 12.3 | 13.4 | 13.8 | 14.7 | 14.2 | 14.1 | 14.4 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 10,430 | | | | 9,860 | | | | 10,680 | | | |
| TOTAL AUDIENCE (%) | | | | | 12.8 | | | | 12.1 | | | | 13.1 | | | |
| Program | | | | | ← FATHER MURPHY (R)(OP) → | | | | ← BRET MAVERICK (R)(OP) → | | | | ← MCCLAIN'S LAW (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 7,420 | | | | 7,420 | | | | 8,640 | | | |
| AVERAGE AUDIENCE (%) | | | | | 9.1 | 8.7* | | 9.5* | 9.1 | 8.8* | | 9.3* | 10.6 | 10.4* | | 10.7* |
| SHARE OF AUDIENCE % | | | | | 18 | 18 * | | 19 * | 16 | 16 * | | 16 * | 19 | 18 * | | 20 * |
| AVG. AUD. BY ¼ HR. % | | | | | 8.7 | 8.7 | 9.5 | 9.5 | 8.9 | 8.7 | 8.9 | 9.7 | 10.0 | 10.9 | 10.6 | 10.8 |

### WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 13,120 | | 13,370 | | 17,360 | | 18,170 | | 20,210 | | | |
| TOTAL AUDIENCE (%) | | | | | 16.1 | | 16.4 | | 21.3 | | 22.3 | | 24.8 | | | |
| Program | | | | | HAPPY DAYS (R) | | LAVERNE & SHIRLEY (R) | | THREE'S COMPANY (R) | | TOO CLOSE FOR COMFORT (R)(OP) | | ← BARBARA WALTERS SUMMER SP (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,080 | | 11,570 | | 15,080 | | 16,140 | | 14,670 | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.6 | | 14.2 | | 18.5 | | 19.8 | | 18.0 | 18.6* | | 17.4* |
| SHARE OF AUDIENCE % | | | | | 27 | | 27 | | 33 | | 34 | | 32 | 32 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.7 | 14.5 | 13.7 | 14.7 | 17.9 | 19.2 | 19.2 | 20.3 | 19.0 | 18.1 | 17.6 | 17.2 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | | | 5,870 | | 14,750 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | | | 7.2 | | 18.1 | | | | | | | |
| Program | | | | | VOICES OF OPPOSITION CBS (SUS) | | CRONKITE'S UNIVERSE (OP) | | ← NURSE (R) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | 5,130 | | 8,800 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | | | 6.3 | | 10.8 | 8.6* | | 9.9* | | 12.0* | | 12.8* |
| SHARE OF AUDIENCE % | | | | | | | 12 | | 19 | 15 * | | 17 * | | 21 * | | 23 * |
| AVG. AUD. BY ¼ HR. % | | | | | | | 6.1 | 6.5 | 8.3 | 8.8 | 9.6 | 10.1 | 11.6 | 12.5 | 12.8 | 12.8 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 10,600 | | | | 11,740 | | | | 13,450 | | | |
| TOTAL AUDIENCE (%) | | | | | 13.0 | | | | 14.4 | | | | 16.5 | | | |
| Program | | | | | ← FATHER MURPHY (R)(OP) → | | | | ← BRET MAVERICK (R)(SUS-OP) → | | | | ← MCCLAIN'S LAW (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 7,340 | | | | 8,800 | | | | 10,600 | | | |
| AVERAGE AUDIENCE (%) | | | | | 9.0 | 8.3* | | 9.6* | 10.8 | 10.0* | | 11.7* | 13.0 | 12.8* | | 13.2* |
| SHARE OF AUDIENCE % | | | | | 17 | 17 * | | 18 * | 19 | 18 * | | 20 * | 23 | 22 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | | | | | 8.2 | 8.5 | 9.3 | 10.0 | 9.6 | 10.4 | 11.3 | 12.0 | 12.4 | 13.2 | 13.2 | 13.3 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 45.8 | 46.6 | 46.2 | 45.9 | 46.9 | 48.8 | 50.0 | 52.2 | 54.4 | 56.5 | 56.2 | 56.9 | 56.8 | 55.8 | 54.2 | 52.9 |
| WK. 2 | 47.4 | 48.1 | 48.1 | 49.3 | 49.1 | 50.9 | 52.3 | 54.4 | 56.0 | 57.2 | 57.5 | 58.8 | 57.8 | 57.3 | 56.3 | 54.5 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

## EVE.TUE. AUG.17, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. WED. AUG. 11, 1982

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 23,880 | | | | | | | | 15,000 | | | |
| TOTAL AUDIENCE (%) | | | | | 29.3 | | | | | | | | 18.4 | | | |
| Program | | | | | RENEGADES (SUS-OP)(OP) → | | | | | | | | DYNASTY (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 14,590 | | | | | | | | 11,250 | | | |
| AVERAGE AUDIENCE (%) | | | | | 17.9 | 14.0* | | 17.4* | | 19.4* | | 20.8* | 13.8 | 13.8* | | 13.9* |
| SHARE OF AUDIENCE % | | | | | 33 | 28 * | | 33 * | | 35 * | | 36 * | 25 | 25 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 13.6 | 14.3 | 16.7 | 18.1 | 19.3 | 19.5 | 20.9 | 20.6 | 14.3 | 13.2 | 13.6 | 14.1 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 10,110 | | 6,520 | | 15,400 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 12.4 | | 8.0 | | 18.9 | | | | | | | |
| Program | | | | | MR. MERLIN (R) | | ASTRONAUTS (OP) | | CBS WEDNESDAY NIGHT MOVIE THIN ICE(R) → | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 7,990 | | 5,300 | | 8,560 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 9.8 | | 6.5 | | 10.5 | 7.7* | | 9.4* | | 12.3* | | 12.7* |
| SHARE OF AUDIENCE % | | | | | 20 | | 12 | | 19 | 14 * | | 16 * | | 22 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | | | | | 9.6 | 10.0 | 6.6 | 6.5 | 7.2 | 8.3 | 9.2 | 9.6 | 11.9 | 12.7 | 12.7 | 12.6 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 15,890 | | | | 13,200 | | 12,060 | | 16,540 | | | |
| TOTAL AUDIENCE (%) | | | | | 19.5 | | | | 16.2 | | 14.8 | | 20.3 | | | |
| Program | | | | | REAL PEOPLE (R)(OP) → | | | | FACTS OF LIFE (R) | | LOVE, SIDNEY (R)(SUS-OP) | | QUINCY, M.E. (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 11,410 | | | | 11,410 | | 11,000 | | 13,120 | | | |
| AVERAGE AUDIENCE (%) | | | | | 14.0 | 13.1* | | 14.8* | 14.0 | | 13.5 | | 16.1 | 15.8* | | 16.3* |
| SHARE OF AUDIENCE % | | | | | 27 | 26 * | | 28 * | 26 | | 24 | | 29 | 28 * | | 30 * |
| AVG. AUD. BY ¼ HR. % | | | | | 12.5 | 13.8 | 15.3 | 14.3 | 13.6 | 14.5 | 13.5 | 13.6 | 15.2 | 16.4 | 16.6 | 16.0 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 12,470 | | | | 15,490 | | | | 12,710 | | | |
| TOTAL AUDIENCE (%) | | | | | 15.3 | | | | 19.0 | | | | 15.6 | | | |
| Program | | | | | GREATEST AMERICAN HERO (R) → | | | | FALL GUY (R)(OP) → | | | | DYNASTY (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 8,640 | | | | 11,650 | | | | 9,450 | | | |
| AVERAGE AUDIENCE (%) | | | | | 10.6 | 9.7* | | 11.6* | 14.3 | 12.8* | | 15.7* | 11.6 | 11.8* | | 11.4* |
| SHARE OF AUDIENCE % | | | | | 22 | 21 * | | 23 * | 26 | 24 * | | 28 * | 22 | 22 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | | | | | 9.1 | 10.3 | 11.2 | 11.9 | 12.1 | 13.5 | 15.6 | 15.9 | 12.0 | 11.6 | 11.3 | 11.5 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 9,700 | | 19,480 | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 11.9 | | 23.9 | | | | | | | | | |
| Program | | | | | MR. MERLIN (R) | | PIECE OF THE ACTION (R)(OP) → | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 8,560 | | 10,020 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 10.5 | | 12.3 | 9.9* | | 11.6* | | 12.4* | | 13.9* | | 13.5* |
| SHARE OF AUDIENCE % | | | | | 23 | | 23 | 20 * | | 21 * | | 22 * | | 26 * | | 26 * |
| AVG. AUD. BY ¼ HR. % | | | | | 9.9 | 11.1 | 10.0 | 9.8 | 11.3 | 12.0 | 12.4 | 12.5 | 13.8 | 14.0 | 13.8 | 13.3 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 16,790 | | | | 15,000 | | 11,410 | | 15,080 | | | |
| TOTAL AUDIENCE (%) | | | | | 20.6 | | | | 18.4 | | 14.0 | | 18.5 | | | |
| Program | | | | | REAL PEOPLE (R)(OP) → | | | | FACTS OF LIFE (R) | | LOVE, SIDNEY (R)(OP) | | QUINCY, M.E. (R) → | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 10,840 | | | | 13,280 | | 10,510 | | 11,000 | | | |
| AVERAGE AUDIENCE (%) | | | | | 13.3 | 11.4* | | 15.2* | 16.3 | | 12.9 | | 13.5 | 13.3* | | 13.8* |
| SHARE OF AUDIENCE % | | | | | 28 | 25 * | | 30 * | 30 | | 23 | | 25 | 25 * | | 27 * |
| AVG. AUD. BY ¼ HR. % | | | | | 11.1 | 11.6 | 14.5 | 16.0 | 16.2 | 16.4 | 13.1 | 12.8 | 13.0 | 13.7 | 13.5 | 14.0 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 46.9 | 47.9 | 47.6 | 48.0 | 49.2 | 50.4 | 52.2 | 53.0 | 54.1 | 55.5 | 56.7 | 57.7 | 56.1 | 55.6 | 54.4 | 52.8 |
| WK. 2 | 46.7 | 46.8 | 46.4 | 45.9 | 45.0 | 46.9 | 49.2 | 51.3 | 53.5 | 55.3 | 55.6 | 55.7 | 54.2 | 54.0 | 52.2 | 51.6 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



EVE. WED. AUG. 18, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. AUG. 12, 1982

## WEEK 1

| | TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | 9,050<br>11.1 | | 9,370<br>11.5 | | 12,470<br>15.3 | | | | 16,380<br>20.1 | | | |
| | Program | MORK & MINDY (R) | | BOSOM BUDDIES (R) | | BARNEY MILLER (R)(OP) | | | | 20/20 (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 6,930<br>8.5 | | 8,230<br>10.1 | | 9,210<br>11.3 | 10.6* | | 12.0* | 11,740<br>14.4 | 14.1* | | 14.8* |
| | SHARE OF AUDIENCE % | 17 | | 19 | | 20 | 19 * | | 22 * | 27 | 25 * | | 28 * |
| | AVG. AUD. BY ¼ HR. % | 7.9 | 9.2 | 10.0 | 10.1 | 10.3 | 10.8 | 11.7 | 12.3 | 13.7 | 14.5 | 14.8 | 14.7 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 16,870<br>20.7 | | | | 13,120<br>16.1 | | | | 11,000<br>13.5 | | | |
| | Program | MAGNUM, P.I. (R)(OP) | | | | S MON & SIMON (R) | | | | KNOTS LANDING (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 12,470<br>15.3 | 14.5* | | 16.0* | 10,350<br>12.7 | 13.0* | | 12.5* | 8,560<br>10.5 | 10.2* | | 10.8* |
| | SHARE OF AUDIENCE % | 30 | 30 * | | 31 * | 23 | 24 * | | 22 * | 19 | 18 * | | 20 * |
| | AVG. AUD. BY ¼ HR. % | 14.1 | 15.0 | 15.8 | 16.2 | 13.2 | 12.8 | 12.7 | 12.3 | 10.2 | 10.2 | 10.8 | 10.7 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 11,570<br>14.2 | | | | 13,690<br>16.8 | | 13,280<br>16.3 | | 16,460<br>20.2 | | | |
| | Program | FAME (R)(OP) | | | | DIFF'RENT STROKES (R) | | DIFF'RENT STROKES SPEC. (R)(OP) | | HILL STREET BLUES (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 8,310<br>10.2 | 9.8* | | 10.5* | 11,650<br>14.3 | | 11,820<br>14.5 | | 11,980<br>14.7 | 14.7* | | 14.8* |
| | SHARE OF AUDIENCE % | 20 | 20 * | | 20 * | 26 | | 26 | | 27 | 27 * | | 28 * |
| | AVG. AUD. BY ¼ HR. % | 10.0 | 9.7 | 10.1 | 10.9 | 13.9 | 14.7 | 14.1 | 14.9 | 15.2 | 14.2 | 14.8 | 14.7 |

## WEEK 2

| | TIME | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000) & %) | 18,830<br>23.1 | | | | | | | | 13,450<br>16.5 | | | |
| | Program | ABC MOVIE SPECIAL ROOSTER (OP) | | | | | | | | 20/20 (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 10,190<br>12.5 | 11.9* | | 12.8* | | 12.6* | | 12.7* | 9,620<br>11.8 | 12.1* | | 11.5* |
| | SHARE OF AUDIENCE % | 23 | 24 * | | 24 * | | 23 * | | 22 * | 22 | 22 * | | 22 * |
| | AVG. AUD. BY ¼ HR. % | 11.8 | 12.1 | 13.3 | 12.4 | 12.3 | 12.9 | 12.8 | 12.6 | 11.9 | 12.2 | 11.8 | 11.1 |
| CBS TV | TOTAL AUDIENCE (Households (000) & %) | 15,730<br>19.3 | | | | 23,310<br>28.6 | | | | | | | |
| | Program | MAGNUM, P.I. (R)(OP) | | | | CIRCUS OF THE STARS (R) | | | | | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 10,600<br>13.0 | 11.8* | | 14.1* | 13,860<br>17.0 | 14.7* | | 16.7* | | 18.8* | | 18.0* |
| | SHARE OF AUDIENCE % | 26 | 24 * | | 27 * | 31 | 27 * | | 29 * | | 34 * | | 34 * |
| | AVG. AUD. BY ¼ HR. % | 11.3 | 12.4 | 13.5 | 14.8 | 14.5 | 14.8 | 16.2 | 17.1 | 18.8 | 18.9 | 18.3 | 17.7 |
| NBC TV | TOTAL AUDIENCE (Households (000) & %) | 13,040<br>16.0 | | | | 12,470<br>15.3 | | 12,470<br>15.3 | | 15,490<br>19.0 | | | |
| | Program | BORN TO THE WIND-I (OP) | | | | DIFF'RENT STROKES (R) | | GIMME A BREAK (R)(SUS-OP) | | HILL STREET BLUES (R) | | | |
| | AVERAGE AUDIENCE (Households (000) & %) | 8,880<br>10.9 | 10.7* | | 11.1* | 10,920<br>13.4 | | 11,250<br>13.8 | | 11,570<br>14.2 | 13.8* | | 14.6* |
| | SHARE OF AUDIENCE % | 21 | 22 * | | 21 * | 24 | | 24 | | 26 | 25 * | | 27 * |
| | AVG. AUD. BY ¼ HR. % | 10.4 | 10.9 | 10.6 | 11.6 | 12.7 | 14.2 | 13.7 | 13.8 | 13.6 | 14.0 | 14.3 | 14.8 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 45.6 | 47.1 | 46.9 | 47.6 | 48.4 | 49.7 | 51.5 | 53.3 | 54.1 | 55.6 | 55.5 | 55.9 | 55.7 | 54.9 | 53.4 | 52.2 |
| WK. 2 | 45.8 | 47.7 | 47.4 | 48.4 | 47.7 | 49.7 | 51.9 | 53.5 | 53.9 | 55.7 | 56.4 | 57.4 | 55.7 | 55.9 | 54.2 | 52.0 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



EVE. THU. AUG. 19, 1982

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

**EVE.FRI. AUG.13, 1982** (WEEK 1)

## WEEK 1

### ABC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 12,630 | | | | | | | | 7,420 | | | |
| TOTAL AUDIENCE (%) | 15.5 | | | | | | | | 9.1 | | | |
| Program | ABC FRIDAY NIGHT MOVIE — AMERICAN HOT WAX (OP) | | | | | | | | ABC NEWS CLOSEUP — SWORDS, PLOWSHARES & POLITICS | | | |
| AVERAGE AUDIENCE (Households (000)) | 7,010 | | | | | | | | 4,320 | | | |
| AVERAGE AUDIENCE (%) | 8.6 | 7.9* | | 8.5* | | 9.2* | | 8.9* | 5.3 | 5.6* | | 5.1* |
| SHARE OF AUDIENCE % | 18 | 17 * | | 17 * | | 18 * | | 18 * | 11 | 12 * | | 11 * |
| AVG. AUD. BY ¼ HR. % | 7.8 | 8.0 | 8.2 | 8.9 | 8.9 | 9.6 | 8.9 | 8.9 | 6.2 | 4.9 | 4.6 | 5.5 |

### CBS TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 16,630 | | | | 14,510 | | | | 14,590 | | | |
| TOTAL AUDIENCE (%) | 20.4 | | | | 17.8 | | | | 17.9 | | | |
| Program | DUKES OF HAZZARD (R)(OP) | | | | DALLAS (R) | | | | FALCON CREST (R) | | | |
| AVERAGE AUDIENCE (Households (000)) | 11,740 | | | | 10,510 | | | | 10,920 | | | |
| AVERAGE AUDIENCE (%) | 14.4 | 13.3* | | 15.5* | 12.9 | 12.5* | | 13.4* | 13.4 | 13.2* | | 13.5* |
| SHARE OF AUDIENCE % | 31 | 29 * | | 32 * | 26 | 25 * | | 26 * | 28 | 27 * | | 29 * |
| AVG. AUD. BY ¼ HR. % | 12.9 | 13.8 | 15.3 | 15.7 | 12.6 | 12.4 | 13.3 | 13.5 | 12.6 | 13.8 | 13.7 | 13.3 |

### NBC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 7,010 | | 10,920 | | | | | | 13,610 | | | |
| TOTAL AUDIENCE (%) | 8.6 | | 13.4 | | | | | | 16.7 | | | |
| Program | ONE OF THE BOYS (R) | | CHICAGO STORY (R)(SUS-OP)(OP) | | | | | | CASSIE AND COMPANY | | | |
| AVERAGE AUDIENCE (Households (000)) | 5,620 | | 6,680 | | | | | | 10,680 | | | |
| AVERAGE AUDIENCE (%) | 6.9 | | 8.2 | 7.0* | | 8.5* | | 9.1* | 13.1 | 13.1* | | 13.1* |
| SHARE OF AUDIENCE % | 15 | | 16 | 14 * | | 17 * | | 18 * | 27 | 27 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | 6.6 | 7.3 | 6.6 | 7.3 | 8.5 | 8.5 | 8.8 | 9.5 | 12.7 | 13.4 | 13.2 | 13.0 |

## WEEK 2

### ABC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 10,190 | | 22,090 | | | | | | | | | |
| TOTAL AUDIENCE (%) | 12.5 | | 27.1 | | | | | | | | | |
| Program | BENSON (R)(OP) | | NFL PRE SEASON FTBL-ABC — CINCINNATI VS GREEN BAY (8:30-11:51PM)(+OP) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | 7,910 | | 9,130 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | 9.7 | | 11.2 | 8.6* | | 12.0* | | 11.6* | | 10.9* | | 12.4* |
| SHARE OF AUDIENCE % | 21 | | 23 | 18 * | | 25 * | | 23 * | | 22 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | 9.5 | 10.0 | 8.3 | 8.9 | 12.1 | 12.0 | 11.7 | 11.5 | 11.2 | 10.5 | 12.1 | 12.8 |

### CBS TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 15,240 | | | | 15,650 | | | | 14,670 | | | |
| TOTAL AUDIENCE (%) | 18.7 | | | | 19.2 | | | | 18.0 | | | |
| Program | DUKES OF HAZZARD (R)(OP) | | | | DALLAS (R) | | | | FALCON CREST (R) | | | |
| AVERAGE AUDIENCE (Households (000)) | 11,330 | | | | 11,250 | | | | 11,000 | | | |
| AVERAGE AUDIENCE (%) | 13.9 | 12.3* | | 15.4* | 13.8 | 13.1* | | 14.5* | 13.5 | 13.5* | | 13.6* |
| SHARE OF AUDIENCE % | 30 | 27 * | | 32 * | 23 | 27 * | | 28 * | 27 | 27 * | | 28 * |
| AVG. AUD. BY ¼ HR. % | 11.6 | 13.0 | 15.1 | 15.8 | 13.0 | 13.2 | 14.4 | 14.6 | 13.5 | 13.4 | 13.3 | 13.8 |

### NBC TV

| | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | 5,300 | | 10,760 | | | | | | 11,000 | | | |
| TOTAL AUDIENCE (%) | 6.5 | | 13.2 | | | | | | 13.5 | | | |
| Program | ONE OF THE BOYS (R) | | CHICAGO STORY (R)(OP) | | | | | | CASSIE AND COMPANY | | | |
| AVERAGE AUDIENCE (Households (000)) | 4,560 | | 6,680 | | | | | | 7,990 | | | |
| AVERAGE AUDIENCE (%) | 5.6 | | 8.2 | 6.5* | | 8.4* | | 9.6* | 9.8 | 9.4* | | 10.3* |
| SHARE OF AUDIENCE % | 12 | | 17 | 14 * | | 17 * | | 19 * | 20 | 19 * | | 21 * |
| AVG. AUD. BY ¼ HR. % | 5.8 | 5.4 | 6.1 | 7.0 | 8.4 | 8.4 | 9.2 | 10.0 | 9.2 | 9.5 | 10.0 | 10.6 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 43.7 | 44.6 | 44.2 | 45.2 | 45.0 | 46.0 | 48.0 | 49.5 | 50.0 | 50.6 | 50.6 | 50.9 | 49.0 | 48.1 | 47.2 | 46.6 |
| WK. 2 | 40.6 | 40.8 | 41.6 | 43.2 | 44.6 | 46.1 | 47.4 | 48.6 | 48.4 | 49.7 | 51.0 | 51.1 | 50.3 | 49.8 | 48.9 | 47.7 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



**EVE.FRI. AUG.20, 1982** (WEEK 2)

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## EVE.SAT. AUG.14, 1982 (WEEK 1)

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | TODAY'S FBI (R)(OP) | | | | LOVE BOAT (R)(OP) | | | | FANTASY ISLAND (R) | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 12,390 | | | | 15,650 | | | | 15,400 | | | |
| TOTAL AUDIENCE (%) | | | | | 15.2 | | | | 19.2 | | | | 18.9 | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 9,050 | | | | 11,980 | | | | 12,230 | | | |
| AVERAGE AUDIENCE (%) | | | | | 11.1 | 10.3* | | 11.9* | 14.7 | 13.6* | | 15.8* | 15.0 | 14.3* | | 15.8* |
| SHARE OF AUDIENCE % | | | | | 25 | 24 * | | 26 * | 30 | 29 * | | 32 * | 31 | 30, * | | 33 * |
| AVG. AUD. BY ¼ HR. % | | | | | 9.8 | 10.9 | 11.6 | 12.2 | 12.6 | 14.6 | 15.6 | 16.1 | 13.8 | 14.8 | 15.7 | 15.8 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | ADV-LIL LORD FAUNTLEROY (OP) | | | | CBS SAT. NIGHT MOVIE NO PLACE TO HIDE(R) | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 9,370 | | | | 13,200 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 11.5 | | | | 16.2 | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 5,950 | | | | 7,910 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 7.3 | 6.9* | | 7.7* | 9.7 | 8.4* | | 9.1* | | 10.4* | | 10.7* |
| SHARE OF AUDIENCE % | | | | | 17 | 16 * | | 17 * | 20 | 18 * | | 18 * | | 22 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | | | | | 7.0 | 6.7 | 7.5 | 7.9 | 8.4 | 8.5 | 9.2 | 9.0 | 10.4 | 10.4 | 10.7 | 10.7 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | HERE'S BOOMER (R) | | HARPER VALLEY (R)(OP) | | NICHOLS AND DYMES (R)(OP) | | | | NBC REPORTS JAPAN VS USA-THE HIGH-TECH SHOOTOUT | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 6,190 | | 6,680 | | 8,970 | | | | 7,910 | | | |
| TOTAL AUDIENCE (%) | | | | | 7.6 | | 8.2 | | 11.0 | | | | 9.7 | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 4,970 | | 5,870 | | 6,030 | | | | 4,970 | | | |
| AVERAGE AUDIENCE (%) | | | | | 6.1 | | 7.2 | | 7.4 | 7.4* | | 7.3* | 6.1 | 6.4* | | 5.9* |
| SHARE OF AUDIENCE % | | | | | 14 | | 16 | | 15 | 16 * | | 15 * | 13 | 13 * | | 12 * |
| AVG. AUD. BY ¼ HR. % | | | | | 5.8 | 6.5 | 6.6 | 7.7 | 7.4 | 7.4 | 7.1 | 7.6 | 6.7 | 6.2 | 5.9 | 5.8 |

## EVE.SAT. AUG.21, 1982 (WEEK 2)

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | LOVE BOAT (R)(OP) | | | | | | | | FANTASY ISLAND (R) | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 22,820 | | | | | | | | 18,660 | | | |
| TOTAL AUDIENCE (%) | | | | | 28.0 | | | | | | | | 22.9 | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 13,450 | | | | | | | | 14,910 | | | |
| AVERAGE AUDIENCE (%) | | | | | 16.5 | 12.2* | | 14.8* | | 18.4* | | 20.7* | 18.3 | 17.7* | | 18.9* |
| SHARE OF AUDIENCE % | | | | | 33 | 26 * | | 30 * | | 36 * | | 40 * | 37 | 36 * | | 39 * |
| AVG. AUD. BY ¼ HR. % | | | | | 10.9 | 13.5 | 14.5 | 15.1 | 17.4 | 19.3 | 20.7 | 20.7 | 17.6 | 17.8 | 18.9 | 18.9 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | WALT DISNEY FIRE ON KELLY MOUNTAIN(R) (OP) | | | | NFL PRE-SEASON FTBL-CBS DALLAS VS SAN DIEGO (9:00-12:20AM) | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 10,190 | | | | 21,110 | | | | | | | |
| TOTAL AUDIENCE (%) | | | | | 12.5 | | | | 25.9 | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 6,680 | | | | 9,130 | | | | | | | |
| AVERAGE AUDIENCE (%) | | | | | 8.2 | 7.2* | | 9.2* | 11.2 | 10.2* | | 10.6* | | 12.2* | | 11.0* |
| SHARE OF AUDIENCE % | | | | | 17 | 16 * | | 19 * | 24 | 20 * | | 20 * | | 24 * | | 22 * |
| AVG. AUD. BY ¼ HR. % | | | | | 7.1 | 7.3 | 8.6 | 9.8 | 10.4 | 10.0 | 10.2 | 11.0 | 12.6 | 11.7 | 10.8 | 11.2 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Program | | | | | NBC MOVIE OF THE WEEK FLASH GORDON (OP)(SUS-OP) | | | | | | | | NBC REPORTS WHATEVER HAPPENED TO EL SALVADOR | | | |
| TOTAL AUDIENCE (Households (000)) | | | | | 12,710 | | | | | | | | 7,340 | | | |
| TOTAL AUDIENCE (%) | | | | | 15.6 | | | | | | | | 9.0 | | | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 6,850 | | | | | | | | 4,560 | | | |
| AVERAGE AUDIENCE (%) | | | | | 8.4 | 7.5* | | 8.1* | | 9.2* | | 8.8* | 5.6 | 5.6* | | 5.6* |
| SHARE OF AUDIENCE % | | | | | 17 | 16 * | | 17 * | | 18 * | | 17 * | 11 | 11 * | | 12 * |
| AVG. AUD. BY ¼ HR. % | | | | | 7.7 | 7.3 | 7.9 | 8.4 | 9.2 | 9.2 | 9.0 | 8.5 | 5.5 | 5.6 | 5.4 | 5.7 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 37.4 | 38.7 | 39.4 | 39.8 | 41.4 | 43.1 | 44.9 | 45.7 | 46.7 | 47.9 | 48.7 | 49.6 | 48.5 | 48.1 | 47.9 | 48.1 |
| WK. 2 | 41.9 | 42.2 | 42.2 | 44.1 | 45.9 | 47.5 | 48.4 | 49.5 | 50.9 | 51.4 | 51.9 | 52.7 | 50.0 | 49.7 | 48.6 | 48.2 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 4,160<br>5.1 | | | | | | | | | | | | | | | |
| ABC TV program | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 4,160<br>5.1 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 12 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 5.1 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 8,390<br>10.3 | | | | | | | | | | | | | |
| NBC TV program | | | | SATURDAY NIGHT (11:30-12:44AM) (SUSTAINING 12:44-1:00AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 4,890<br>6.0 | 6.8* | | 5.8* | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | 19 | 19 * | | 19 * | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 6.8 | 6.7 | 6.2 | 5.5 | 4.8 | | | | | | | | | |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 5,790<br>7.1 | | | | | | | | | | | | | | | |
| ABC TV program | | ABC WEEKEND REPORT-SAT. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 5,460<br>6.7 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 15 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 6.7 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | | |
| CBS TV program | | NFL PRE-SEASON FTBL-CBS DALLAS VS SAN DIEGO (9:20-12:20) | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 10.8* | | 11.9* | | 11.7* | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | 23 * | | 29 * | | 32 * | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 10.6 | 11.0 | 12.0 | 11.8 | 11.9 | 11.0 | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 6,680<br>8.2 | | | 7,090<br>8.7 | | | | | | | | | | |
| NBC TV program | | | | NBC SPECIAL REPORT (11:30-12:20AM) (+OP) | | | SATURDAY NIGHT (12:20-1:36AM) (SUSTAINING 1:36-1:50AM) (OP) | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 3,990<br>4.9 | 5.3* | | 3,830<br>4.7 | | 4.8* | | 4.7* | | | | | | |
| SHARE OF AUDIENCE | % | | | 14 | 14 * | | 19 | | 18 * | | 21 * | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 5.6 | 5.1 | 4.3 | 4.3 | 4.8 | 4.9 | 5.1 | 4.4 | 4.3 | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 44.0 | 41.6 | 36.1 | 34.5 | 32.1 | 30.4 | 27.5 | 24.8 | 22.4 | 19.7 | 16.8 | 15.1 | 13.9 | 12.6 | 10.8 | 9.8 |
| | WK. 2 | 45.2 | 43.3 | 38.7 | 35.4 | 33.1 | 30.7 | 28.3 | 25.9 | 23.5 | 20.5 | 17.9 | 16.0 | 14.5 | 12.4 | 11.1 | 10.1 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES



## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 9,780<br>12.0 | | | | 11,490<br>14.1 | | | | 21,030<br>25.8 | | | | | | | |
| Program | CODE RED (R) | | | | BIG EASY SPECIAL (OP) | | | | ABC SUNDAY NIGHT MOVIE FORCE 10 FROM NAVARONE(R) (9:00-11:23PM) (OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,930<br>8.5 | 8.0* | | 9.0* | 8,310<br>10.2 | 9.7* | | 10.6* | 12,800<br>15.7 | 13.3* | | 15.0* | | 15.9* | | 16.8* |
| SHARE OF AUDIENCE % | 19 | 18 * | | 20 * | 21 | 20 * | | 21 * | 29 | 25 * | | 27 * | | 29 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | 7.9 | 8.1 | 8.4 | 9.7 | 9.6 | 9.8 | 10.3 | 11.0 | 12.9 | 13.7 | 14.7 | 15.2 | 15.4 | 16.5 | 16.7 | 16.9 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 17,850<br>21.9 | | | | 13,040<br>16.0 | | 12,880<br>15.8 | | 14,100<br>17.3 | | 15,080<br>18.5 | | 16,220<br>19.9 | | | |
| Program | 60 MINUTES | | | | ARCHIE BUNKER'S PLACE (R) | | ONE DAY AT A TIME (R)(OP) | | ALICE (R) | | JEFFERSONS (R) | | TRAPPER JOHN, M.D. (R) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 13,940<br>17.1 | 16.5* | | 17.7* | 11,330<br>13.9 | | 11,330<br>13.9 | | 12,390<br>15.2 | | 13,370<br>16.4 | | 13,280<br>16.3 | 15.9* | | 16.6* |
| SHARE OF AUDIENCE % | 38 | 38 * | | 38 * | 29 | | 27 | | 29 | | 29 | | 30 | 29 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | 15.5 | 17.5 | 17.8 | 17.5 | 13.8 | 14.0 | 13.2 | 14.5 | 14.7 | 15.8 | 16.1 | 16.8 | 15.7 | 16.1 | 16.5 | 16.7 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 7,170<br>8.8 | | | | 14,020<br>17.2 | | | | 17,440<br>21.4 | | | | | | | |
| Program | ELECTRIC GRANDMOTHER (R) | | | | CHIPS (R)(OP) | | | | NBC SUNDAY NIGHT MOVIE THE 25TH MAN(R) HARDCASE(R) (SUS-OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,890<br>6.0 | 5.7* | | 6.4* | 10,190<br>12.5 | 11.1* | | 13.9* | 11,490<br>14.1 | 13.8* | | 15.0* | | 14.2* | | 13.2* |
| SHARE OF AUDIENCE % | 13 | 13 * | | 14 * | 25 | 23 * | | 27 * | 26 | 26 * | | 27 * | | 26 * | | 25 * |
| AVG. AUD. BY ¼ HR. % | 5.5 | 5.9 | 6.1 | 6.7 | 10.3 | 11.9 | 13.6 | 14.2 | 13.1 | 14.4 | 15.1 | 14.9 | 14.5 | 13.9 | 13.4 | 13.1 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 9,050<br>11.1 | | | | 22,980<br>28.2 | | | | | | | | | | | |
| Program | CODE RED (R) | | | | ABC SUNDAY NIGHT MOVIE AIRPORT '77(R) (OP) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 6,280<br>7.7 | 6.8* | | 8.6* | 12,390<br>15.2 | 12.2* | | 13.2* | | 15.5* | | 16.2* | | 17.1* | | 17.2* |
| SHARE OF AUDIENCE % | 17 | 15 * | | 18 * | 28 | 25 * | | 25 * | | 27 * | | 27 * | | 30 * | | 31 * |
| AVG. AUD. BY ¼ HR. % | 6.2 | 7.5 | 8.3 | 9.0 | 12.0 | 12.3 | 13.2 | 13.1 | 15.5 | 15.5 | 16.0 | 16.4 | 17.1 | 17.1 | 17.1 | 17.2 |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 19,890<br>24.4 | | | | 13,450<br>16.5 | | 12,800<br>15.7 | | 16,140<br>19.8 | | 17,120<br>21.0 | | 18,420<br>22.6 | | | |
| Program | 60 MINUTES | | | | ARCHIE BUNKER'S PLACE (R) | | ONE DAY AT A TIME (R)(OP) | | ALICE (R) | | JEFFERSONS (R) | | TRAPPER JOHN, M.D. (R) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 14,100<br>17.3 | 16.2* | | 18.4* | 11,000<br>13.5 | | 11,410<br>14.0 | | 14,260<br>17.5 | | 15,650<br>19.2 | | 14,430<br>17.7 | 17.9* | | 17.5* |
| SHARE OF AUDIENCE % | 38 | 37 * | | 39 * | 27 | | 26 | | 31 | | 32 | | 31 | 31 * | | 32 * |
| AVG. AUD. BY ¼ HR. % | 15.3 | 17.2 | 18.1 | 18.6 | 13.6 | 13.5 | 13.2 | 14.7 | 16.5 | 18.5 | 18.9 | 19.4 | 17.7 | 18.1 | 17.8 | 17.2 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 7,910<br>9.7 | | | | 12,960<br>15.9 | | | | 18,580<br>22.8 | | | | | | | |
| Program | BORN TO THE WIND-2 | | | | CHIPS (R)(OP) | | | | MAGIC WITH THE STARS (R)(OP) | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,050<br>6.2 | 6.2* | | 6.3* | 9,700<br>11.9 | 10.8* | | 13.1* | 10,840<br>13.3 | 12.4* | | 13.3* | | 14.0* | | 13.5* |
| SHARE OF AUDIENCE % | 14 | 14 * | | 13 * | 23 | 22 * | | 25 * | 23 | 22 * | | 23 * | | 24 * | | 24 * |
| AVG. AUD. BY ¼ HR. % | 6.2 | 6.1 | 5.9 | 6.7 | 9.8 | 11.7 | 12.9 | 13.2 | 12.0 | 12.8 | 13.3 | 13.3 | 14.0 | 14.1 | 13.4 | 13.7 |
| TV HOUSEHOLDS USING TV (See Def. 1) WK. 1 | 42.4 | 44.5 | 45.7 | 46.3 | 46.9 | 48.7 | 49.9 | 52.0 | 52.4 | 54.2 | 55.4 | 55.9 | 54.1 | 54.1 | 53.5 | 53.8 |
| WK. 2 | 43.3 | 45.1 | 46.2 | 47.4 | 48.1 | 50.3 | 51.9 | 54.2 | 55.9 | 57.8 | 58.9 | 59.4 | 57.8 | 57.3 | 56.0 | 55.0 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. AUG.15, 1982

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | 3,420<br>4.2 | | | | | | | | | | | | | | |
| | | (1)<br>(→OP) | | (2)<br>(OP) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | 3,420<br>4.2 | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | 12 | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 17.9 | 5.2 | 4.2 | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 4,730<br>5.8 | | | | | | | | | | | | | | | |
| | | CBS SUNDAY NEWS-OSGOOD | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 4,560<br>5.6 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 11 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 5.6 | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 2,450<br>3.0 | | | | | | | | | | | | | |
| | | | | ← NBC LATE NIGHT MOVIE → THE LAST REMAKE OF BEAU GESTE(R) (11:30-12:24AM) (SUSTAINING 12:24-1:30AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 1,470<br>1.8 | 1.9* | | 1.7* | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | 6 | 6 * | | 6 * | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 1.8 | 2.0 | 1.8 | 1.7 | | | | | | | | | | |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 3,990<br>4.9 | | | | | | | | | | | | | | | |
| | | ABC WEEKEND REPORT-SUN. | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 3,670<br>4.5 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 10 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 4.5 | | | | | | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | 5,050<br>6.2 | | | | | | | | | | | | | | | |
| | | CBS SUNDAY NEWS-OSGOOD | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 4,890<br>6.0 | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 13 | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 6.0 | | | | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | 1,710<br>2.1 | | | | | | | | | | | | | |
| | | | | ← NBC LATE NIGHT MOVIE → THE FALL OF THE HOUSE OF USHER (11:30-1:05AM) (SUSTAINING 1:05-1:30AM) | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 820<br>1.0 | 1.2* | | 1.1* | | .7* | | | | | | | | |
| SHARE OF AUDIENCE | % | | | 4 | 4 * | | 4 * | | 4 * | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 1.2 | 1.2 | 1.3 | 1.0 | .8 | .5 | .6 | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 50.7 | 46.0 | 35.8 | 31.3 | 27.4 | 25.4 | 22.9 | 20.4 | 17.5 | 15.1 | 12.7 | 11.4 | 9.7 | 8.3 | 7.1 | 6.1 |
| | WK. 2 | 47.2 | 40.7 | 33.1 | 29.5 | 26.2 | 23.4 | 20.9 | 18.3 | 17.0 | 15.5 | 12.7 | 11.2 | 10.0 | 8.9 | 7.5 | 6.5 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

(1)ABC SUNDAY NIGHT MOVIE,FORCE 10 FROM NAVARONE, ABC,(9:00-11:23PM)(SUSTAINING 11:23-11:29PM)
(2)ABC WEEKEND REPORT-SUN.,ABC,(11:29-11:44PM)



EVE.SUN. AUG.22, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.9-13, 1982

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | 5,050 | | | | 5,460 | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | 6.2 | | | | 6.7 | | | | | | | | | |
| Program | ← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING) | | | | ← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING) | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | 3,990 | | | | 4,480 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | 4.9 | | | | 5.5 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 33 | | | | 27 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.9 | 5.0 | | | 5.5 | 5.5 | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | 2,280 | | | | 3,180 | | | | | | 4,560 | | 6,280 | |
| TOTAL AUDIENCE (%) | | | 2.8 | | | | 3.9 | | | | | | 5.6 | | 7.7 | |
| Program | ← MORNING-KURTIS & SAWYER 1 → (CO-OP) (PARTICIPATING) | | | | ← MORNING-KURTIS & SAWYER 2 → (CO-OP) (PARTICIPATING) | | | | | | | | ONE DAY AT A TIME-M-F | | ALICE-M-F | |
| AVERAGE AUDIENCE (Households (000)) | | | 1,790 | | | | 2,450 | | | | | | 3,670 | | 5,380 | |
| AVERAGE AUDIENCE (%) | | | 2.2 | | | | 3.0 | | | | | | 4.5 | | 6.6 | |
| SHARE OF AUDIENCE % | | | 15 | | | | 15 | | | | | | 20 | | 28 | |
| AVG. AUD. BY ¼ HR. % | | | 2.2 | 2.3 | | | 2.8 | 3.1 | | | | | 4.2 | 4.8 | 6.4 | 6.7 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | 3,670 | | | | 3,990 | | | | | | 4,890 | | 4,650 | |
| TOTAL AUDIENCE (%) | | | 4.5 | | | | 4.9 | | | | | | 6.0 | | 5.7 | |
| Program | ← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING) | | | | ← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING) | | | | | | | | DIFF'RENT STROKES M-F | | WHEEL OF FORTUNE | |
| AVERAGE AUDIENCE (Households (000)) | | | 2,930 | | | | 3,340 | | | | | | 4,080 | | 3,830 | |
| AVERAGE AUDIENCE (%) | | | 3.6 | | | | 4.1 | | | | | | 5.0 | | 4.7 | |
| SHARE OF AUDIENCE % | | | 24 | | | | 20 | | | | | | 23 | | 20 | |
| AVG. AUD. BY ¼ HR. % | | | 3.4 | 3.8 | | | 4.0 | 4.1 | | | | | 4.6 | 5.3 | 4.6 | 4.8 |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | 4,320 | | | | 4,400 | | | | | | | | | |
| TOTAL AUDIENCE (%) | | | 5.3 | | | | 5.4 | | | | | | | | | |
| Program | ← GOOD MORNING, AMERICA-730 → (CO-OP) (PARTICIPATING) | | | | ← GOOD MORNING, AMERICA-830 → (CO-OP) (PARTICIPATING) | | | | | | | (SUS-OP) | | | | |
| AVERAGE AUDIENCE (Households (000)) | | | 3,500 | | | | 3,500 | | | | | | | | | |
| AVERAGE AUDIENCE (%) | | | 4.3 | | | | 4.3 | | | | | | | | | |
| SHARE OF AUDIENCE % | | | 29 | | | | 22 | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | 4.3 | 4.2 | | | 4.5 | 4.1 | | | | | | | | |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | 2,690 | | | | 2,930 | | | | | | 4,560 | | 7,740 | |
| TOTAL AUDIENCE (%) | | | 3.3 | | | | 3.6 | | | | | | 5.6 | | 9.5 | |
| Program | ← MORNING-KURTIS & SAWYER 1 → (CO-OP) (PARTICIPATING) | | | | ← MORNING-KURTIS & SAWYER 2 → (CO-OP) (PARTICIPATING) | | | | | | | | ONE DAY AT A TIME-M-F | | ALICE-M-F | |
| AVERAGE AUDIENCE (Households (000)) | | | 2,280 | | | | 2,450 | | | | | | 3,830 | | 6,600 | |
| AVERAGE AUDIENCE (%) | | | 2.8 | | | | 3.0 | | | | | | 4.7 | | 8.1 | |
| SHARE OF AUDIENCE % | | | 19 | | | | 15 | | | | | | 21 | | 33 | |
| AVG. AUD. BY ¼ HR. % | | | 2.6 | 2.9 | | | 2.9 | 3.2 | | | | | 4.2 | 5.1 | 7.7 | 8.5 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | | | 3,260 | | | | 3,830 | | | | | | 5,300 | | 4,730 | |
| TOTAL AUDIENCE (%) | | | 4.0 | | | | 4.7 | | | | | | 6.5 | | 5.8 | |
| Program | ← TODAY SHOW-7.30AM → (CO-OP) (PARTICIPATING) | | | | ← TODAY SHOW-8.30AM → (CO-OP) (PARTICIPATING) | | | | | | | (SUS-OP) | DIFF'RENT STROKES M-F | | WHEEL OF FORTUNE | |
| AVERAGE AUDIENCE (Households (000)) | | | 2,690 | | | | 3,180 | | | | | | 4,480 | | 3,990 | |
| AVERAGE AUDIENCE (%) | | | 3.3 | | | | 3.9 | | | | | | 5.5 | | 4.9 | |
| SHARE OF AUDIENCE % | | | 22 | | | | 20 | | | | | | 25 | | 20 | |
| AVG. AUD. BY ¼ HR. % | | | 3.3 | 3.4 | | | 3.9 | 3.9 | | | | | 5.2 | 5.8 | 4.8 | 5.0 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 8.6 | 9.9 | 11.9 | 13.5 | 14.7 | 16.3 | 17.7 | 18.8 | 20.0 | 21.1 | 21.8 | 22.7 | 22.1 | 22.9 | 23.7 | 24.3 |
| WK. 2 | 8.2 | 9.6 | 11.6 | 13.0 | 14.7 | 16.5 | 17.8 | 18.6 | 19.6 | 20.8 | 21.4 | 22.3 | 22.4 | 23.7 | 24.5 | 25.0 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.



DAY MON.-FRI. AUG.16-20, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

## DAY MON.-FRI. AUG.9-13, 1982

### WEEK 1

| | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000)) | 8,970 | | | | 7,090 | | 6,760 | | 10,510 | | | | 8,560 | | | |
| | (%) | 11.0 | | | | 8.7 | | 8.3 | | 12.9 | | | | 10.5 | | | |
| | Program | ←— LOVE BOAT DAYTIME —→ | | | | FAMILY FEUD (SUS-OP) | | RYAN'S HOPE (SUS-OP) | | ←— ALL MY CHILDREN (OP)(SUS-OP) —→ | | | | ←— ONE LIFE TO LIVE >(SUS-OP) —→ | | | |
| | AVERAGE AUDIENCE (Households (000)) | 6,760 | | | | 6,110 | | 5,710 | | 8,070 | | | | 6,850 | | | |
| | (%) | 8.3 | 7.7* | | 8.9* | 7.5 | | 7.0 | | 9.9 | 9.4* | | 10.3* | 8.4 | 8.5* | | 8.4* |
| | SHARE OF AUDIENCE % | 33 | 32 * | | 35 * | 28 | | 25 | | 32 | 31 * | | 34 * | 29 | 29 * | | 30 * |
| | AVG. AUD. BY ¼ HR. % | 7.2 | 8.2 | 9.0 | 8.9 | 7.2 | 7.7 | 6.8 | 7.1 | 9.1 | 9.8 | 10.4 | 10.2 | 8.7 | 8.2 | 8.4 | 8.3 |
| CBS TV | TOTAL AUDIENCE (Households (000)) | 6,600 | | 7,820 | | | | 8,310 | | | | 7,420 | | | | 5,380 | |
| | (%) | 8.1 | | 9.6 | | | | 10.2 | | | | 9.1 | | | | 6.6 | |
| | Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (OP) | | | | ←— YOUNG AND THE RESTLESS —→ | | | | ←— AS THE WORLD TURNS >(SUS-OP) —→ | | | | CAPITOL | |
| | AVERAGE AUDIENCE (Households (000)) | 5,710 | | 6,600 | | | | 6,190 | | | | 5,790 | | | | 4,810 | |
| | (%) | 7.0 | | 8.1 | | | | 7.6 | 7.4* | | 7.9* | 7.1 | 6.9* | | 7.4* | 5.9 | |
| | SHARE OF AUDIENCE % | 29 | | 32 | | | | 27 | 27 * | | 28 * | 24 | 23 * | | 25 * | 21 | |
| | AVG. AUD. BY ¼ HR. % | 6.8 | 7.3 | 7.9 | 8.4 | | | 7.3 | 7.5 | 7.8 | 7.9 | 6.8 | 6.9 | 7.4 | 7.2 | 5.8 | 5.9 |
| NBC TV | TOTAL AUDIENCE (Households (000)) | 3,180 | | | | 1,960 | | 3,020 | | 6,680 | | | | 5,710 | | | |
| | (%) | 3.9 | | | | 2.4 | | 3.7 | | 8.2 | | | | 7.0 | | | |
| | Program | ←— TEXAS —→ | | | | DOCTORS | | SEARCH FOR TOMORROW | | ←— DAYS OF OUR LIVES —→ | | | | ←— ANOTHER WORLD —→ | | | |
| | AVERAGE AUDIENCE (Households (000)) | 2,280 | | | | 1,630 | | 2,530 | | 5,130 | | | | 4,160 | | | |
| | (%) | 2.8 | 2.8* | | 2.7* | 2.0 | | 3.1 | | 6.3 | 6.1* | | 6.5* | 5.1 | 5.3* | | 5.1* |
| | SHARE OF AUDIENCE % | 11 | 12 * | | 11 * | 7 | | 11 | | 21 | 20 * | | 21 * | 18 | 18 * | | 18 * |
| | AVG. AUD. BY ¼ HR. % | 2.9 | 2.7 | 2.7 | 2.7 | 2.0 | 1.9 | 2.9 | 3.3 | 5.9 | 6.2 | 6.5 | 6.5 | 5.3 | 5.2 | 5.1 | 5.0 |

### WEEK 2

| | TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| ABC TV | TOTAL AUDIENCE (Households (000)) | 8,800 | | | | 6,520 | | 6,190 | | 10,270 | | | | 8,720 | | | |
| | (%) | 10.8 | | | | 8.0 | | 7.6 | | 12.6 | | | | 10.7 | | | |
| | Program | ←— LOVE BOAT DAYTIME —→ | | | | FAMILY FEUD | | RYAN'S HOPE (SUS-OP) | | ←— ALL MY CHILDREN (M-TH)(OP)(SUS-OP) —→ | | | | ←— ONE LIFE TO LIVE (SUS-OP) —→ | | | |
| | AVERAGE AUDIENCE (Households (000)) | 6,440 | | | | 5,710 | | 5,220 | | 7,910 | | | | 6,520 | | | |
| | (%) | 7.9 | 7.3* | | 8.5* | 7.0 | | 6.4 | | 9.7 | 9.1* | | 10.2* | 8.0 | 7.9* | | 8.1* |
| | SHARE OF AUDIENCE % | 31 | 30 * | | 33 * | 26 | | 24 | | 32 | 30 * | | 34 * | 28 | 28 * | | 29 * |
| | AVG. AUD. BY ¼ HR. % | 6.8 | 7.9 | 8.4 | 8.5 | 6.8 | 7.2 | 6.5 | 6.3 | 8.7 | 9.5 | 10.2 | 10.3 | 7.9 | 7.8 | 8.1 | 8.2 |
| CBS TV | TOTAL AUDIENCE (Households (000)) | 7,990 | | 8,480 | | | | 9,370 | | | | 8,390 | | | | 5,710 | |
| | (%) | 9.8 | | 10.4 | | | | 11.5 | | | | 10.3 | | | | 7.0 | |
| | Program | PRICE IS RIGHT 1 | | PRICE IS RIGHT 2 (OP) | | | | ←— YOUNG AND THE RESTLESS —→ | | | | ←— AS THE WORLD TURNS —→ | | | | CAPITOL | |
| | AVERAGE AUDIENCE (Households (000)) | 6,760 | | 7,420 | | | | 6,760 | | | | 6,600 | | | | 5,050 | |
| | (%) | 8.3 | | 9.1 | | | | 8.3 | 8.2* | | 8.5* | 8.1 | 7.9* | | 8.3* | 6.2 | |
| | SHARE OF AUDIENCE % | 34 | | 35 | | | | 31 | 31 * | | 31 * | 28 | 27 * | | 29 * | 22 | |
| | AVG. AUD. BY ¼ HR. % | 8.0 | 8.5 | 8.9 | 9.1 | | | 8.1 | 8.3 | 8.4 | 8.5 | 7.7 | 8.0 | 8.5 | 8.2 | 6.2 | 6.1 |
| NBC TV | TOTAL AUDIENCE (Households (000)) | 3,180 | | | | 1,710 | | 2,850 | | 6,110 | | | | 5,220 | | | |
| | (%) | 3.9 | | | | 2.1 | | 3.5 | | 7.5 | | | | 6.4 | | | |
| | Program | ←— TEXAS —→ | | | | DOCTORS | | SEARCH FOR TOMORROW | | ←— DAYS OF OUR LIVES (SUS-OP)> —→ | | | | ←— ANOTHER WORLD —→ | | | |
| | AVERAGE AUDIENCE (Households (000)) | 2,120 | | | | 1,470 | | 2,360 | | 4,890 | | | | 3,670 | | | |
| | (%) | 2.6 | 2.6* | | 2.6* | 1.8 | | 2.9 | | 6.0 | | | | 4.5 | 4.5* | | 4.4* |
| | SHARE OF AUDIENCE % | 10 | 11 * | | 10 * | 7 | | 11 | | 20 | | | | 16 | 16 * | | 16 * |
| | AVG. AUD. BY ¼ HR. % | 2.7 | 2.5 | 2.6 | 2.7 | 1.8 | 1.8 | 2.7 | 3.0 | 5.8 | | | | 4.6 | 4.4 | 4.5 | 4.3 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 24.3 | 25.0 | 25.7 | 26.3 | 26.7 | 28.3 | 27.7 | 28.7 | 29.8 | 30.6 | 30.4 | 29.8 | 28.5 | 28.6 | 28.1 | 28.4 |
| | WK. 2 | 24.2 | 25.0 | 25.7 | 26.6 | 27.1 | 27.7 | 26.7 | 27.5 | 29.1 | 29.9 | 29.5 | 29.7 | 28.8 | 28.8 | 27.7 | 27.8 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

## DAY MON.-FRI. AUG.16-20, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. AUG.9-13, 1982

## WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 10,020 | | | | 4,240 | | | | | | | | | | 9,290 | |
| TOTAL AUDIENCE (%) | 12.3 | | | | 5.2 | | | | | | | | | | 11.4 | |
| Program | GENERAL HOSPITAL (SUS-OP) | | | | EDGE OF NIGHT | | | | | | | | | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Households (000)) | 7,990 | | | | 3,750 | | | | | | | | | | 7,910 | |
| AVERAGE AUDIENCE (%) | 9.8 | 9.6* | | 10.0* | 4.6 | | | | | | | | | | 9.7 | |
| SHARE OF AUDIENCE % | 33 | 33 * | | 33 * | 16 | | | | | | | | | | 22 | |
| AVG. AUD. BY ¼ HR. % | 9.4 | 9.8 | 10.0 | 9.8 | 4.7 | 4.5 | | | | | | | | | 9.7 | 9.7 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 7,740 | | | | 3,420 | | | | | | | | | | 10,510 | |
| TOTAL AUDIENCE (%) | 9.5 | | | | 4.2 | | | | | | | | | | 12.9 | |
| Program | GUIDING LIGHT (OP) | | | | TATTLETALES | | | | | | | | | | CBS EVENING NEWS-RATHER | |
| AVERAGE AUDIENCE (Households (000)) | 6,190 | | | | 2,930 | | | | | | | | | | 9,290 | |
| AVERAGE AUDIENCE (%) | 7.6 | 7.4* | | 7.8* | 3.6 | | | | | | | | | | 11.4 | |
| SHARE OF AUDIENCE % | 26 | 25 * | | 26 * | 12 | | | | | | | | | | 25 | |
| AVG. AUD. BY ¼ HR. % | 7.2 | 7.5 | 7.9 | 7.7 | 3.5 | 3.7 | | | | | | | | | 11.4 | 11.4 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 5,300 | | | | | | | | | | | | | | 8,720 | |
| TOTAL AUDIENCE (%) | 6.5 | | | | | | | | | | | | | | 10.7 | |
| Program | CHIPS M-F | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Households (000)) | 3,750 | | | | | | | | | | | | | | 7,420 | |
| AVERAGE AUDIENCE (%) | 4.6 | 4.5* | | 4.8* | | | | | | | | | | | 9.1 | |
| SHARE OF AUDIENCE % | 16 | 15 * | | 16 * | | | | | | | | | | | 20 | |
| AVG. AUD. BY ¼ HR. % | 4.4 | 4.5 | 4.8 | 4.8 | | | | | | | | | | | 9.0 | 9.3 |

## WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 9,620 | | | | 3,750 | | | | | | | | | | 8,640 | |
| TOTAL AUDIENCE (%) | 11.8 | | | | 4.6 | | | | | | | | | | 10.6 | |
| Program | GENERAL HOSPITAL (SUS-OP) | | | | EDGE OF NIGHT | | | | | | | | (SUS-OP) | | ABC WORLD NEWS TONIGHT | |
| AVERAGE AUDIENCE (Households (000)) | 7,580 | | | | 3,340 | | | | | | | | | | 7,420 | |
| AVERAGE AUDIENCE (%) | 9.3 | 9.1* | | 9.4* | 4.1 | | | | | | | | | | 9.1 | |
| SHARE OF AUDIENCE % | 32 | 32 * | | 32 * | 14 | | | | | | | | | | 20 | |
| AVG. AUD. BY ¼ HR. % | 9.0 | 9.2 | 9.4 | 9.5 | 4.2 | 4.1 | | | | | | | | | 9.1 | 9.1 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 7,580 | | | | 3,340 | | | | | | | | | | 10,680 | |
| TOTAL AUDIENCE (%) | 9.3 | | | | 4.1 | | | | | | | | | | 13.1 | |
| Program | GUIDING LIGHT (OP) | | | | TATTLETALES | | | | | | | | (SUS-OP) | | CBS EVENING NEWS-RATHER | |
| AVERAGE AUDIENCE (Households (000)) | 6,280 | | | | 2,850 | | | | | | | | | | 9,540 | |
| AVERAGE AUDIENCE (%) | 7.7 | 7.6* | | 7.7* | 3.5 | | | | | | | | | | 11.7 | |
| SHARE OF AUDIENCE % | 27 | 27 * | | 26 * | 12 | | | | | | | | | | 26 | |
| AVG. AUD. BY ¼ HR. % | 7.5 | 7.8 | 7.9 | 7.6 | 3.5 | 3.6 | | | | | | | | | 11.6 | 11.8 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000)) | 4,730 | | | | | | | | | | | | | | 8,310 | |
| TOTAL AUDIENCE (%) | 5.8 | | | | | | | | | | | | | | 10.2 | |
| Program | CHIPS M-F | | | | | | | | | | | | | | NBC NIGHTLY NEWS | |
| AVERAGE AUDIENCE (Households (000)) | 3,420 | | | | | | | | | | | | | | 7,250 | |
| AVERAGE AUDIENCE (%) | 4.2 | 3.8* | | 4.7* | | | | | | | | | | | 8.9 | |
| SHARE OF AUDIENCE % | 15 | 13 * | | 16 * | | | | | | | | | | | 20 | |
| AVG. AUD. BY ¼ HR. % | 3.6 | 4.0 | 4.6 | 4.8 | | | | | | | | | | | 8.7 | 9.0 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 28.7 | 29.2 | 29.9 | 30.5 | 29.4 | 30.8 | 31.5 | 32.7 | 34.0 | 35.5 | 36.1 | 38.1 | 40.8 | 43.2 | 44.6 | 45.3 |
| WK. 2 | 27.8 | 28.3 | 28.9 | 29.6 | 28.5 | 30.1 | 31.5 | 32.6 | 33.8 | 35.8 | 37.1 | 40.0 | 42.9 | 44.8 | 45.1 | 45.6 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. AUG.16-20, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG.14, 1982

## WEEK 1

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 2,770 | | 3,420 | | 3,260 | | 4,400 | | 4,970 | | 5,050 | |
| TOTAL AUDIENCE (%) | | | | | 3.4 | | 4.2 | | 4.0 | | 5.4 | | 6.1 | | 6.2 | |
| Program | | | | | SUPERFRIENDS (OP) | | THUNDARR THE BARBARIAN (OP) | | GOLDIE GOLD/ ACTION JACK (OP) | | LAVERNE AND SHIRLEY | | RICHIE RICH/ SCOOBY DOO-1 | | RICHIE RICH/ SCOOBY DOO-2 (OP) | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 1,960 | | 2,770 | | 2,610 | | 3,500 | | 3,910 | | 4,320 | |
| AVERAGE AUDIENCE (%) | | | | | 2.4 | | 3.4 | | 3.2 | | 4.3 | | 4.8 | | 5.3 | |
| SHARE OF AUDIENCE % | | | | | 27 | | 23 | | 19 | | 23 | | 24 | | 25 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.1 | 2.7 | 3.2 | 3.6 | 3.1 | 3.4 | 4.1 | 4.5 | 4.5 | 5.0 | 5.6 | 5.0 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 1,870 | | 1,870 | | 2,040 | | 4,810 | | 5,540 | | 5,710 | |
| TOTAL AUDIENCE (%) | | | | | 2.3 | | 2.3 | | 2.5 | | 5.9 | | 6.8 | | 7.0 | |
| Program | | | | | POPEYE/OLIVE COMEDY SHOW (OP) | | TARZAN/L.RANGER/ ZORRO HR1 (OP) | | TARZAN/L.RANGER/ ZORRO HR2 (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 | | BUGS BUNNY/ROAD RUNNER 3 (OP) | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 1,550 | | 1,470 | | 1,390 | | 3,750 | | 4,160 | | 4,730 | |
| AVERAGE AUDIENCE (%) | | | | | 1.9 | | 1.8 | | 1.7 | | 4.6 | | 5.1 | | 5.8 | |
| SHARE OF AUDIENCE % | | | | | 19 | | 13 | | 10 | | 25 | | 24 | | 25 | |
| AVG. AUD. BY ¼ HR. % | | | | | 1.7 | 2.1 | 1.9 | 1.7 | 1.8 | 1.7 | 3.9 | 5.4 | 5.1 | 5.2 | 5.7 | 5.9 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 2,610 | | 5,380 | | 7,170 | | 5,380 | | 5,710 | | 5,710 | |
| TOTAL AUDIENCE (%) | | | | | 3.2 | | 6.6 | | 8.8 | | 6.6 | | 7.0 | | 7.0 | |
| Program | | | | | FLINTSTONE'S COMEDY SHW2 (OP) | | SMURFS I | | SMURFS II (OP) | | KID SUPER POWER I | | KID SUPER POWER II (OP) | | SPIDER-MAN & FRIENDS | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 2,040 | | 4,320 | | 6,110 | | 4,650 | | 4,560 | | 4,810 | |
| AVERAGE AUDIENCE (%) | | | | | 2.5 | | 5.3 | | 7.5 | | 5.7 | | 5.6 | | 5.9 | |
| SHARE OF AUDIENCE % | | | | | 28 | | 41 | | 49 | | 31 | | 27 | | 27 | |
| AVG. AUD. BY ¼ HR. % | | | | | 2.1 | 2.9 | 4.5 | 6.1 | 7.4 | 7.7 | 5.9 | 5.4 | 5.7 | 5.5 | 5.8 | 6.0 |

## WEEK 2

### ABC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 1,550 | | 2,530 | | 3,100 | | 4,650 | | 4,730 | | 4,970 | |
| TOTAL AUDIENCE (%) | | | | | 1.9 | | 3.1 | | 3.8 | | 5.7 | | 5.8 | | 6.1 | |
| Program | | | | | | (1) (OP)(SUS-OP) | THUNDARR THE BARBARIAN (OP) | | GOLDIE GOLD/ ACTION JACK (OP) | | LAVERNE AND SHIRLEY | | RICHIE RICH/ SCOOBY DOO-1 | | RICHIE RICH/ SCOOBY DOO-2 (OP) | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 1,390 | | 1,960 | | 2,530 | | 3,670 | | 3,910 | | 4,400 | |
| AVERAGE AUDIENCE (%) | | | | | 1.7 | | 2.4 | | 3.1 | | 4.5 | | 4.8 | | 5.4 | |
| SHARE OF AUDIENCE % | | | | | 20 | | 18 | | 17 | | 22 | | 23 | | 24 | |
| AVG. AUD. BY ¼ HR. % | | | | | 1.7 | 1.7 | 2.4 | 2.5 | 3.0 | 3.1 | 4.0 | 5.0 | 4.5 | 5.0 | 5.6 | 5.1 |

### CBS TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 1,470 | | 1,470 | | 2,200 | | 5,220 | | 7,170 | | 7,340 | |
| TOTAL AUDIENCE (%) | | | | | 1.8 | | 1.8 | | 2.7 | | 6.4 | | 8.8 | | 9.0 | |
| Program | | | | | POPEYE/OLIVE COMEDY SHOW (OP) | | TARZAN/L.RANGER/ ZORRO HR1 (OP) | | TARZAN/L.RANGER/ ZORRO HR2 (OP) | | BUGS BUNNY/ROAD RUNNER 1 (OP) | | BUGS BUNNY/ROAD RUNNER 2 | | BUGS BUNNY/ROAD RUNNER 3 (OP) | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 980 | | 1,220 | | 1,790 | | 3,990 | | 5,540 | | 6,030 | |
| AVERAGE AUDIENCE (%) | | | | | 1.2 | | 1.5 | | 2.2 | | 4.9 | | 6.8 | | 7.4 | |
| SHARE OF AUDIENCE % | | | | | 13 | | 12 | | 13 | | 24 | | 30 | | 31 | |
| AVG. AUD. BY ¼ HR. % | | | | | 1.2 | 1.2 | 1.3 | 1.7 | 2.0 | 2.5 | 4.2 | 5.6 | 6.7 | 7.0 | 7.3 | 7.5 |

### NBC TV

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| TOTAL AUDIENCE (Households (000)) | | | | | 2,120 | | 4,890 | | 7,340 | | 5,950 | | 5,710 | | 5,790 | |
| TOTAL AUDIENCE (%) | | | | | 2.6 | | 6.0 | | 9.0 | | 7.3 | | 7.0 | | 7.1 | |
| Program | | | | | FLINTSTONE'S COMEDY SHW2 (OP) | | SMURFS I | | SMURFS II (OP) | | KID SUPER POWER I | | KID SUPER POWER II (OP) | | SPIDER-MAN & FRIENDS | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 1,630 | | 3,910 | | 6,360 | | 5,050 | | 4,890 | | 5,050 | |
| AVERAGE AUDIENCE (%) | | | | | 2.0 | | 4.8 | | 7.8 | | 6.2 | | 6.0 | | 6.2 | |
| SHARE OF AUDIENCE % | | | | | 24 | | 42 | | 48 | | 31 | | 26 | | 26 | |
| AVG. AUD. BY ¼ HR. % | | | | | 1.7 | 2.4 | 4.1 | 5.6 | 7.4 | 8.2 | 6.3 | 6.2 | 6.0 | 6.0 | 6.0 | 6.3 |

### TV HOUSEHOLDS USING TV (See Def. 1)

| | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 5.3 | 5.9 | 6.5 | 7.4 | 9.2 | 10.9 | 12.9 | 15.3 | 16.0 | 16.5 | 17.5 | 19.6 | 20.6 | 21.7 | 22.9 | 23.0 |
| WK. 2 | 5.1 | 5.9 | 6.9 | 7.8 | 6.7 | 9.9 | 11.3 | 13.8 | 16.7 | 18.5 | 19.5 | 21.6 | 22.7 | 23.1 | 24.0 | 24.2 |

For explanation of symbols, See page A.

U.S. TV Households: 81,500,000
(1)SUPERFRIENDS,ABC,(8:08-8:30AM)

DAY SAT. AUG.21, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG.14, 1982

## WEEK 1

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 4,560<br>5.6 | | 4,400<br>5.4 | | 4,160<br>5.1 | | 5,950<br>7.3 | | | | | | | | | |
| ABC TV program | FONZ AND HAPPY DAYS GANG | | HEATHCLIFF & MARMADUKE | | ABC WEEKEND SPECIALS<br>ZACK AND THE MAGIC FACTORY, PART 2 | | ←— AMERICAN BANDSTAND '82 —→ | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,990<br>4.9 | | 3,910<br>4.8 | | 3,340<br>4.1 | | 3,420<br>4.2 | 3.9* | | 4.6* | | | | | | |
| SHARE OF AUDIENCE % | 22 | | 22 | | 17 | | 17 | 16 * | | 18 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | 4.7 | 5.1 | 4.8 | 4.8 | 4.1 | 4.1 | 3.7 | 4.0 | 4.6 | 4.6 | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 5,710<br>7.0 | | 4,810<br>5.9 | | 3,420<br>4.2 | | 3,910<br>4.8 | | 3,590<br>4.4 | | 2,530<br>3.1 | | | | | |
| CBS TV program | BUGS BUNNY/ROAD RUNNER 4 (OP) | | BLACKSTAR (OP) | | TROLLKINS (OP) | | TOM AND JERRY COMEDY SHOW (OP) | | KWICKY KOALA SHOW (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,730<br>5.8 | | 3,670<br>4.5 | | 3,020<br>3.7 | | 3,100<br>3.8 | | 2,850<br>3.5 | | 2,200<br>2.7 | | | | | |
| SHARE OF AUDIENCE % | 26 | | 20 | | 15 | | 15 | | 14 | | 10 | | | | | |
| AVG. AUD. BY ¼ HR. % | 6.0 | 5.6 | 4.5 | 4.5 | 3.6 | 3.7 | 3.9 | 3.6 | 3.3 | 3.7 | 2.6 | 2.7 | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 4,080<br>5.0 | | 4,160<br>5.1 | | 3,910<br>4.8 | | 2,610<br>3.2 | | | | | | 5,050<br>6.2 | 11,650<br>14.3 | | |
| NBC TV program | SPACE STARS I | | SPACE STARS II (OP) | | DAFFY/SPEEDY SHOW (OP) | | SPORT BILLY | | | | | | (1) (→OP) | NBC MAJOR LEAGUE BASEBALL<br>BALTIMORE VS BOSTON (2:17-5:19PM) | | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,420<br>4.2 | | 3,260<br>4.0 | | 3,100<br>3.8 | | 2,200<br>2.7 | | | | | | 4,650<br>5.7 | 4,890<br>6.0 | | 6.8* |
| SHARE OF AUDIENCE % | 19 | | 17 | | 16 | | 11 | | | | | | 22 | 20 | | 25 * |
| AVG. AUD. BY ¼ HR. % | 4.3 | 4.1 | 4.0 | 4.0 | 3.8 | 3.8 | 2.5 | 2.8 | | | | | 5.7 | 5.7 | 6.6 | 7.0 |

## WEEK 2

| TIME | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | 5,050<br>6.2 | | 5,790<br>7.1 | | 4,400<br>5.4 | | 6,110<br>7.5 | | | | | | | | | |
| ABC TV program | FONZ AND HAPPY DAYS GANG | | HEATHCLIFF & MARMADUKE (SUS-OP) | | ABC WEEKEND SPECIALS<br>THE WINGED COLT, PART 1 | | ←— AMERICAN BANDSTAND '82 —→ | | | | (SUS-OP) | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 4,320<br>5.3 | | 4,480<br>5.5 | | 3,420<br>4.2 | | 3,750<br>4.6 | 4.1* | | 5.2* | | | | | | |
| SHARE OF AUDIENCE % | 23 | | 23 | | 16 | | 18 | 16 * | | 20 * | | | | | | |
| AVG. AUD. BY ¼ HR. % | 4.8 | 5.7 | 5.5 | 5.5 | 3.8 | 4.5 | 3.9 | 4.3 | 5.1 | 5.2 | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 6,930<br>8.5 | | 5,790<br>7.1 | | 3,750<br>4.6 | | 5,460<br>6.7 | | 4,560<br>5.6 | | 3,500<br>4.3 | | | | | |
| CBS TV program | BUGS BUNNY/ROAD RUNNER 4 (OP) | | BLACKSTAR (OP) | | TROLLKINS (OP) | | TOM AND JERRY COMEDY SHOW (OP) | | KWICKY KOALA SHOW (OP) | | 30 MINUTES | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | 5,790<br>7.1 | | 4,560<br>5.6 | | 3,020<br>3.7 | | 4,320<br>5.3 | | 3,590<br>4.4 | | 2,930<br>3.6 | | | | | |
| SHARE OF AUDIENCE % | 29 | | 23 | | 14 | | 20 | | 17 | | 14 | | | | | |
| AVG. AUD. BY ¼ HR. % | 7.4 | 6.9 | 5.7 | 5.5 | 3.6 | 3.7 | 5.2 | 5.5 | 4.6 | 4.3 | 3.6 | 3.6 | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | 4,560<br>5.6 | | 4,810<br>5.9 | | 5,460<br>6.7 | | 3,830<br>4.7 | | | | | | 5,300<br>6.5 | 12,390<br>15.2 | | |
| NBC TV program | SPACE STARS I | | SPACE STARS II (OP) | | DAFFY/SPEEDY SHOW (OP) | | SPORT BILLY | | | | | | (2) (→OP) | | (3) (OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | 3,830<br>4.7 | | 3,670<br>4.5 | | 4,320<br>5.3 | | 3,020<br>3.7 | | | | | | 4,890<br>6.0 | 6,030<br>7.4 | | 7.1* |
| SHARE OF AUDIENCE % | 20 | | 19 | | 21 | | 14 | | | | | | 23 | 26 | | 26 * |
| AVG. AUD. BY ¼ HR. % | 4.7 | 4.6 | 4.5 | 4.5 | 5.5 | 5.2 | 3.9 | 3.5 | | | | | 5.9 | 6.5 | 6.9 | 7.3 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 22.5 | 22.7 | 22.8 | 23.3 | 23.6 | 24.4 | 24.8 | 25.1 | 25.6 | 26.4 | 26.1 | 27.0 | 27.5 | 28.5 | 28.4 | 29.0 |
| WK. 2 | 23.5 | 25.0 | 24.7 | 24.4 | 25.5 | 26.3 | 26.2 | 26.0 | 25.9 | 26.3 | 26.2 | 27.1 | 27.1 | 26.9 | 26.6 | 27.1 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

(1)NBC MAJOR LEAGUE PRE GAME,NBC,(2:00-2:17PM)
(2)NBC MAJOR LEAGUE PRE GAME,NBC,(2:00-2:20PM)
(3)NBC MAJOR LEAGUE BASEBALL,MONTREAL VS HOUSTON & SAN DIEGO VS CHICAGO CUBS,NBC,MULTI-SEGMENT TELEC

DAY SAT. AUG.21, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. AUG.14, 1982

## WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 11,170<br>13.7 | | | | | | | |
| Program | | | | | | | | | ABC WIDE WORLD-SPORTS SAT | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 5,870<br>7.2 | 6.1* | | 7.7* | | 7.6* | | |
| SHARE OF AUDIENCE % | | | | | | | | | 21 | 19* | | 24* | | 21* | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | 5.4 | 6.9 | 7.3 | 8.1 | 8.1 | 7.2 | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | 17,440<br>21.4 | | | | | | | | | | | | | | 7,010<br>8.6 | |
| Program | CBS SPORTS SATURDAY<br>LOS ANGELES VS SAN FRANCISCO<br>(3:00-6:11PM) | | | | | | | | | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000) & %) | 7,010<br>8.6 | 7.1* | | 9.5* | | 9.3* | | 8.7* | | 8.8* | | 8.4* | | | 6,030<br>7.4 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 19 | |
| AVG. AUD. BY ¼ HR. % | 6.1 | 8.1 | 9.5 | 9.4 | 9.3 | 9.3 | 8.6 | 8.7 | 8.4 | 9.1 | 9.2 | 7.6 | 8.4 | | 6.8 | 7.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | 4,080<br>5.0 | | | | | 5,950<br>7.3 | |
| Program | NBC MAJOR LEAGUE BASEBALL<br>BALTIMORE VS BOSTON<br>(2:17-5:19PM)<br>(+OP) | | | | | | | | | HARTFORD OPEN GOLF-SAT.<br>(5:19-6:00PM)<br>(OP) | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000) & %) | | 6.0* | | 5.3* | | 5.4* | | 5.9* | | 3,100<br>3.8 | | 3.7* | | | 5,050<br>6.2 | |
| SHARE OF AUDIENCE % | | 22* | | 18* | | 18* | | 19* | | 12 | | 11* | | | 16 | |
| AVG. AUD. BY ¼ HR. % | 6.2 | 5.7 | 5.3 | 5.3 | 5.5 | 5.4 | 5.7 | 6.2 | 7.3 | 4.1 | 3.9 | 3.6 | | | 6.2 | 6.2 |

## WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 11,740<br>14.4 | | | | | | | |
| Program | | | | | | | | | ABC WIDE WORLD-SPORTS SAT | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 6,030<br>7.4 | 6.9* | | 7.5* | | 7.9* | | |
| SHARE OF AUDIENCE % | | | | | | | | | 21 | 21* | | 22* | | 20* | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | 6.6 | 7.3 | 7.3 | 7.7 | 8.4 | 7.3 | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | | 5,460<br>6.7 | | | | 8,150<br>10.0 | | | | | | 6,360<br>7.8 | |
| Program | | | | | WARWICK GOLF-SAT | | | | CBS SPORTS SPECIAL<br>TRAVERS STAKES | | | | | | CBS SAT. NEWS-SCHIEFFER | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | 3,180<br>3.9 | 3.5* | | 4.3* | 4,970<br>6.1 | 5.7* | | 6.5* | | | 5,460<br>6.7 | |
| SHARE OF AUDIENCE % | | | | | 13 | 11* | | 14* | 19 | 18* | | 19* | | | 17 | |
| AVG. AUD. BY ¼ HR. % | | | | | 3.5 | 3.6 | 4.2 | 4.4 | 5.5 | 5.9 | 6.3 | 6.7 | | | 6.5 | 6.9 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 4,320<br>5.3 | | | | | | 6,030<br>7.4 | |
| Program | NBC MAJOR LEAGUE BASEBALL<br>MONTREAL VS HOUSTON<br>SAN DIEGO VS CHICAGO CUBS(SUS-OP)<br>MULTI-SEGMENT TELECAST(+OP) | | | | | | | | WRLD CHMP.WOMENS GOLF-SA<br>(5:00-5:57PM) | | | | | | NBC NIGHTLY NEWS-SAT. | |
| AVERAGE AUDIENCE (Households (000) & %) | | 7.3* | | 7.9* | | 7.8* | | 7.6* | 2,930<br>3.6 | 3.9* | | 3.3* | | | 5,050<br>6.2 | |
| SHARE OF AUDIENCE % | | 27* | | 27* | | 26* | | 25* | 11 | 13* | | 10* | | | 15 | |
| AVG. AUD. BY ¼ HR. % | 7.2 | 7.3 | 7.9 | 8.1 | 8.1 | 7.4 | 7.6 | 4.2 | 4.0 | 3.7 | 3.4 | 3.3 | | | 6.0 | 6.5 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 28.3 | 28.7 | 29.4 | 30.2 | 30.4 | 29.7 | 30.1 | 31.3 | 31.5 | 32.6 | 32.3 | 32.8 | 35.1 | 36.9 | 37.8 | 38.4 |
| WK. 2 | 27.3 | 28.9 | 29.8 | 30.5 | 30.8 | 30.9 | 31.6 | 32.6 | 32.5 | 33.2 | 33.7 | 34.8 | 37.8 | 39.7 | 41.2 | 41.9 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. AUG.21, 1982

# *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG.15, 1982

## WEEK 1

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 2,040<br>2.5 | |
| Program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 1,470<br>1.8 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 9 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 1.6 | 2.0 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 5,710<br>7.0 | | | | | | | |
| Program | | | | | MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP) | | DRAK PACK (SUS)(SUS-OP) | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 2,690<br>3.3 | 3.1* | | 3.5* | | 3.4* | | |
| SHARE OF AUDIENCE % | | | | | | | | | 21 | 22 * | | 22 * | | 19 * | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | 3.0 | 3.3 | 3.6 | 3.4 | 3.6 | 3.3 | | |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

## WEEK 2

| TIME | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 1,710<br>2.1 | |
| Program | | | | | | | | | | | | | | | KIDS ARE PEOPLE TOO ! (10:30-11:05AM) (+OP) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | 1,300<br>1.6 | 1.6* |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | 7 | 7 * |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | 1.5 | 1.7 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | 6,030<br>7.4 | | | | | | | |
| Program | | | | | MIGHTY MOUSE/ HECKLE-JECKL (SUS)(SUS-OP) | | DRAK PACK (SUS)(SUS-OP) | | ← SUNDAY MORNING → | | | | | | FOR OUR TIMES (SUS) | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | 2,930<br>3.6 | 2.6* | | 4.0* | | 4.1* | | |
| SHARE OF AUDIENCE % | | | | | | | | | 20 | 17 * | | 21 * | | 20 * | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | 2.3 | 3.0 | 3.8 | 4.2 | 4.1 | 4.1 | | |
| **NBC TV** | | | | | | | | | | | | | | | | |
| TOTAL AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | | | | | | | | | |
| SHARE OF AUDIENCE % | | | | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | | | | | | |

| TV HOUSEHOLDS USING TV (See Def. 1) | 7:00 | 7:15 | 7:30 | 7:45 | 8:00 | 8:15 | 8:30 | 8:45 | 9:00 | 9:15 | 9:30 | 9:45 | 10:00 | 10:15 | 10:30 | 10:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 4.4 | 5.1 | 6.1 | 6.7 | 7.9 | 9.7 | 11.3 | 12.8 | 14.5 | 15.6 | 15.8 | 16.5 | 17.7 | 18.8 | 19.8 | 21.0 |
| WK. 2 | 4.9 | 5.5 | 6.2 | 7.3 | 9.0 | 10.6 | 12.3 | 13.9 | 15.4 | 18.5 | 19.4 | 20.3 | 21.3 | 21.5 | 22.0 | 22.1 |

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. AUG.22, 1982

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG.15, 1982

## WEEK 1

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 2,120<br>2.6 | | 4,320<br>5.3 | | | | | | | | | | | | | |
| Program | | KIDS ARE PEOPLE TOO II (OP) | | ← THIS WEEK-DAVID BRINKLEY → | | | | DIRECTIONS (SUS) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 1,710<br>2.1 | | 2,850<br>3.5 | 3.2* | | 3.8* | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 10 | | 16 | 15 * | | 17 * | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 2.2 | 2.1 | 2.8 | 3.5 | 3.7 | 3.9 | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | 3,020<br>3.7 | | | | | | | | | | | | | |
| Program | | | | FACE THE NATION | | | | | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 2,450<br>3.0 | | | | | | | | | | | | | |
| SHARE OF AUDIENCE | % | | | 14 | | | | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | | | 3.0 | 2.9 | | | | | | | | | | | | |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | | | 3,750<br>4.6 | | | | | | 6,520<br>8.0 | | | |
| Program | | | | | | | | MEET THE PRESS | | | | | | ← HARTFORD OPEN GOLF-SUN. (2:00-4:08PM) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | | | 2,930<br>3.6 | | | | | | 3,340<br>4.1 | 3.6* | | 3.7* |
| SHARE OF AUDIENCE | % | | | | | | | 15 | | | | | | 13 | 12 * | | 12 * |
| AVG. AUD. BY ¼ HR. | % | | | | | | | 3.6 | 3.6 | | | | | 3.7 | 3.5 | 3.6 | 3.9 |

## WEEK 2

| TIME | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** TOTAL AUDIENCE (Households (000) & %) | | 1,710<br>2.1 | | 4,560<br>5.6 | | | | | | | | | | | | | |
| Program | | KIDS ARE PEOPLE TOO II (11:05-11:30AM) (OP) | | ← THIS WEEK-DAVID BRINKLEY → | | | | DIRECTIONS (SUS) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | 1,390<br>1.7 | | 2,850<br>3.5 | 3.5* | | 3.6* | | | | | | | | | | |
| SHARE OF AUDIENCE | % | 7 | | 14 | 14 * | | 14 * | | | | | | | | | | |
| AVG. AUD. BY ¼ HR. | % | 1.5 | 1.7 | 3.4 | 3.6 | 3.7 | 3.4 | | | | | | | | | | |
| **CBS TV** TOTAL AUDIENCE (Households (000) & %) | | | | 2,610<br>3.2 | | | | | | | | | | 6,190<br>7.6 | | | |
| Program | | | | FACE THE NATION | | | | | | | | | | ← ATP PRO TENNIS CHAMP (2:00-4:00PM) | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | 2,280<br>2.8 | | | | | | | | | | 2,930<br>3.6 | 3.8* | | 3.5* |
| SHARE OF AUDIENCE | % | | | 11 | | | | | | | | | | 11 | 12 * | | 11 * |
| AVG. AUD. BY ¼ HR. | % | | | 2.7 | 2.8 | | | | | | | | | 3.8 | 3.9 | 3.6 | 3.5 |
| **NBC TV** TOTAL AUDIENCE (Households (000) & %) | | | | | | 2,530<br>3.1 | | 15,810<br>19.4 | | | | | | | | | |
| Program | | | | | | MEET THE PRESS | | ← NFL PRE-SEASON FTBL-NBC NEW YORK JETS VS HOUSTON (12:30-3:35PM) | | | | | | | | | |
| AVERAGE AUDIENCE (Households (000) & %) | | | | | | 2,040<br>2.5 | | 6,280<br>7.7 | 5.2* | | 7.5* | | 8.9* | | 8.0* | | 8.0* |
| SHARE OF AUDIENCE | % | | | | | 10 | | 25 | 20 * | | 27 * | | 29 * | | 24 * | | 24 * |
| AVG. AUD. BY ¼ HR. | % | | | | | 2.3 | 2.7 | 4.8 | 5.6 | 7.1 | 7.8 | 9.0 | 8.8 | 8.3 | 7.7 | 7.9 | 8.1 |

| TV HOUSEHOLDS USING TV (See Def. 1) | | 11:00 | 11:15 | 11:30 | 11:45 | 12:00 | 12:15 | 12:30 | 12:45 | 1:00 | 1:15 | 1:30 | 1:45 | 2:00 | 2:15 | 2:30 | 2:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | WK. 1 | 20.7 | 21.6 | 21.8 | 21.9 | 22.5 | 23.4 | 24.6 | 25.5 | 25.9 | 26.8 | 28.2 | 29.1 | 29.0 | 30.0 | 29.9 | 31.1 |
| | WK. 2 | 22.2 | 23.7 | 24.9 | 26.0 | 26.0 | 25.8 | 26.1 | 26.5 | 27.8 | 29.4 | 31.1 | 32.2 | 33.4 | 33.8 | 34.0 | 34.0 |

U.S. TV Households: 81,500,000

For explenation of symbols, See page A.

DAY SUN. AUG.22, 1982

# Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. AUG.15, 1982

## WEEK 1

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| Program | | | | | | | | | | | SPORTSBEAT | | | | ABC WRLD NEWS TONIGHT-SUN | |
| TOTAL AUDIENCE (Households (000)) | | | | | | | | | | | 3,990 | | | | 4,810 | |
| TOTAL AUDIENCE (%) | | | | | | | | | | | 4.9 | | | | 5.9 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | | | 2,850 | | | | 3,910 | |
| AVERAGE AUDIENCE (%) | | | | | | | | | | | 3.5 | | | | 4.8 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | 11 | | | | 13 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | 3.6 | 3.5 | | | 4.6 | 5.1 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| Program | | | | | | | CBS SPORTS SUNDAY → | | | | | → | | | CBS EVENING NEWS-DEAN | |
| TOTAL AUDIENCE (Households (000)) | | | | | | | 10,020 | | | | | | | | 7,170 | |
| TOTAL AUDIENCE (%) | | | | | | | 12.3 | | | | | | | | 8.8 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | 4,890 | | | | | | | | 5,710 | |
| AVERAGE AUDIENCE (%) | | | | | | | 6.0 | 4.9* | | 5.7* | | 7.5* | | | 7.0 | |
| SHARE OF AUDIENCE % | | | | | | | 19 | 16 * | | 18 * | | 23 * | | | 19 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | 5.1 | 4.7 | 5.2 | 6.2 | 7.8 | 7.2 | | | 6.3 | 7.8 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| Program | HARTFORD OPEN GOLF-SUN (2:00-4:08PM) (+OP) | | | → | SPORTSWORLD (4:08-5:30PM) (OP) → | | | | | → | | | | | NBC NIGHTLY NEWS-SUN. | |
| TOTAL AUDIENCE (Households (000)) | | | | | 8,390 | | | | | | | | | | 6,360 | |
| TOTAL AUDIENCE (%) | | | | | 10.3 | | | | | | | | | | 7.8 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 4,480 | | | | | | | | | | 5,050 | |
| AVERAGE AUDIENCE (%) | | 4.4* | | 4.4* | 5.5 | 5.0* | | 5.8* | | 5.5* | | | | | 6.2 | |
| SHARE OF AUDIENCE % | | 14 * | | 14 * | 17 | 16 * | | 18 * | | 18 * | | | | | 16 | |
| AVG. AUD. BY ¼ HR. % | 4.3 | 4.4 | 4.3 | 4.4 | 4.2 | 5.4 | 5.8 | 5.8 | 6.2 | 4.8 | | | | | 6.1 | 6.3 |

## WEEK 2

| TIME | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **ABC TV** | | | | | | | | | | | | | | | | |
| Program | | | | | | | | | | | SPORTSBEAT | | | | ABC WRLD NEWS TONIGHT-SUN | |
| TOTAL AUDIENCE (Households (000)) | | | | | | | | | | | 5,540 | | | | 5,130 | |
| TOTAL AUDIENCE (%) | | | | | | | | | | | 6.8 | | | | 6.3 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | | | | | | | 3,990 | | | | 4,160 | |
| AVERAGE AUDIENCE (%) | | | | | | | | | | | 4.9 | | | | 5.1 | |
| SHARE OF AUDIENCE % | | | | | | | | | | | 14 | | | | 13 | |
| AVG. AUD. BY ¼ HR. % | | | | | | | | | | | 5.6 | 4.1 | | | 5.1 | 5.1 |
| **CBS TV** | | | | | | | | | | | | | | | | |
| Program | ATP PRO TENNIS CHAMP (2:00-4:00PM) | | | → | WARWICK GOLF-SUN → | | | | | | | → | | | CBS EVENING NEWS-DEAN | |
| TOTAL AUDIENCE (Households (000)) | | | | | 7,740 | | | | | | | | | | 6,680 | |
| TOTAL AUDIENCE (%) | | | | | 9.5 | | | | | | | | | | 8.2 | |
| AVERAGE AUDIENCE (Households (000)) | | | | | 3,420 | | | | | | | | | | 5,540 | |
| AVERAGE AUDIENCE (%) | | 3.5* | | 3.5* | 4.2 | 3.7* | | 4.1* | | 4.4* | | 4.5* | | | 6.8 | |
| SHARE OF AUDIENCE % | | 10 * | | 10 * | 12 | 11 * | | 11 * | | 12 * | | 12 * | | | 17 | |
| AVG. AUD. BY ¼ HR. % | 3.4 | 3.6 | 4.0 | 3.0 | 3.6 | 3.7 | 4.0 | 4.2 | 4.2 | 4.6 | 4.2 | 4.9 | | | 6.3 | 7.3 |
| **NBC TV** | | | | | | | | | | | | | | | | |
| Program | | (1) (+OP) | SPORTSWORLD (3:35-5:00PM) (OP) → | | | | | → | WRLD CHMP.WOMENS GOLF-SU → | | | → | | | NBC NIGHTLY NEWS-SUN. | |
| TOTAL AUDIENCE (Households (000)) | | | 9,050 | | | | | | 5,710 | | | | | | 6,600 | |
| TOTAL AUDIENCE (%) | | | 11.1 | | | | | | 7.0 | | | | | | 8.1 | |
| AVERAGE AUDIENCE (Households (000)) | | | 5,710 | | | | | | 3,500 | | | | | | 5,540 | |
| AVERAGE AUDIENCE (%) | | 8.4* | 7.0 | 6.4* | | 7.3* | | 7.2* | 4.3 | 4.1* | | 4.5* | | | 6.8 | |
| SHARE OF AUDIENCE % | | 24 * | 20 | 18 * | | 21 * | | 20 * | 12 | 11 * | | 12 * | | | 17 | |
| AVG. AUD. BY ¼ HR. % | 8.4 | 8.4 | 6.0 | 6.7 | 7.2 | 7.4 | 7.8 | 6.5 | 4.5 | 3.8 | 4.2 | 4.9 | | | 7.0 | 6.7 |

| TV HOUSEHOLDS USING TV (See Def. 1) | 3:00 | 3:15 | 3:30 | 3:45 | 4:00 | 4:15 | 4:30 | 4:45 | 5:00 | 5:15 | 5:30 | 5:45 | 6:00 | 6:15 | 6:30 | 6:45 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| WK. 1 | 32.4 | 33.8 | 33.3 | 33.2 | 33.3 | 33.1 | 31.8 | 31.4 | 31.9 | 32.8 | 33.4 | 34.3 | 36.5 | 37.4 | 38.2 | 39.3 |
| WK. 2 | 34.8 | 35.2 | 35.5 | 36.2 | 35.0 | 35.4 | 36.1 | 36.8 | 36.7 | 36.9 | 36.6 | 37.3 | 39.1 | 40.8 | 41.6 | 42.6 |

U.S. TV Households: 81,500,000

(1)NFL PRE-SEASON FTBL-NBC,NEW YORK JETS VS HOUSTON,NBC,(12:00-3:35PM)(S)

For explanation of symbols, See page A.

DAY SUN. AUG.22, 1982

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY | | | | | | | | | | | | | | | | | |
| ABC ABC MONDAY NIGHT BASEBALL | 1 | 8.30-11.09PM | →GRID | 20,050 | 24.6 | 9,940 | 12.2 | 21 | | | | | | | | | |
| | 2 | 8.43-11.37PM | →GRID | | | | | | | | 19,890 | 24.4 | 10,020 | 12.3 | 22 | | |
| | | | 11.00 | | | | | | 11.4 | | | | | | | 11.8 | |
| | | | 11.15 | | | | | | | | | | | 11.5* | 22* | 11.4 | |
| | | | 11.30 | | | | | | | | | | | | | 6.4 | |
| CBS REAGAN ANALYSIS CBS(SUS) | 2 | 8.21- 8.30PM | 8.15 | | | | | | | | | | | | | | |
| NBC DEMOCRATIC RESPONSE-NBC(SUS) | 2 | 8.22- 8.40PM | 8.15 | | | | | | | | | | | | | | |
| NBC LITTLE HOUSE-PRAIRIE | 2 | 8.40- 9.40PM | →GRID | | | | | | | | 14,340 | 17.6 | 9,780 | 12.0 | 21 | | |
| | | | 9.30 | | | | | | | | | | | | | 14.6 | |
| NBC NBC MONDAY NIGHT MOVIES | 2 | 9.40-11.40PM | →GRID | | | | | | | | 19,400 | 23.8 | 10,920 | 13.4 | 25 | | |
| | | | 11.00 | | | | | | | | | | | | | 14.1 | |
| | | | 11.15 | | | | | | | | | | | 13.5* | 27* | 12.9 | |
| | | | 11.30 | | | | | | | | | | | | | 13.1 | |
| NBC NBC NEWS CAPSULE-2-MON(SUS) | 1 | 9.45- 9.46PM | 9.45 | | | | | | | | | | | | | | |
| EVENING TUESDAY | | | | | | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-2-TUE(SUS) | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING WEDNESDAY | | | | | | | | | | | | | | | | | |
| ABC NEWSBRIEF-WED(SUS) | 1 | 8.57- 8.59PM | 8.45 | | | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-2-WED(SUS) | 1 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING THURSDAY | | | | | | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-2-THU(SUS) | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING FRIDAY | | | | | | | | | | | | | | | | | |
| ABC NFL PRE SEASON FTBL-ABC(S) | 2 | 8.30-11.51PM | →GRID | | | | | | | | 22,090 | 27.1 | 9,130 | 11.2 | 23 | | |
| | | | 11.00 | | | | | | | | | | | | | 12.0 | |
| | | | 11.15 | | | | | | | | | | | 11.8* | 24* | 11.5 | |
| | | | 11.30 | | | | | | | | | | | | | 11.7 | |
| | | | 11.45 | | | | | | | | | | | 11.5* | 27* | 10.8 | |
| NBC NBC NEWS CAPSULE-2-FRI(SUS) | 1 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| EVENING SATURDAY | | | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SAT | 1 | 8.58- 8.59PM | 8.45 | 9,210 | 11.3 | 9,210 | 11.3 | 25 | 11.3 | | | | | | | | |
| | 2 | 9.00- 9.02PM | 9.00 | | | | | | | | 13,450 | 16.5 | 12,960 | 15.9 | 31 | 15.9 | |
| ABC ABC NEWSBRIEF-SAT. | | 9.58- 9.59PM | 9.45 | 12,140 | 14.9 | 12,140 | 14.9 | 30 | 14.9 | | 16,060 | 19.7 | 16,060 | 19.7 | 37 | 19.7 | |
| CBS NEWSBREAK-SAT. | | 8.58- 8.59PM | 8.45 | 6,760 | 8.3 | 6,760 | 8.3 | 18 | 8.3 | | 7,660 | 9.4 | 7,660 | 9.4 | 20 | 9.4 | |
| NBC NBC NEWS CAPSULE-SAT | 1 | 8.58- 8.59PM | 8.45 | 4,890 | 6.0 | 4,890 | 6.0 | 13 | 6.0 | | | | | | | | |
| | 2 | 9.07- 9.08PM | 9.00 | | | | | | | | 5,790 | 7.1 | 5,790 | 7.1 | 14 | 7.1 | |
| NBC NBC NEWS CAPSULE-2-SAT(SUS) | 2 | 9.58- 9.59PM | 9.45 | | | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-2-SAT. | 1 | 9.58- 9.59PM | 9.45 | 4,650 | 5.7 | 4,650 | 5.7 | 11 | 5.7 | | | | | | | | |
| NBC NBC SPECIAL REPORT(S) CONT'D | 2 | 11.30-12.20AM | →GRID | | | | | | | | 6,680 | 8.2 | 3,990 | 4.9 | 14 | | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING SATURDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC NBC SPECIAL REPORT(S)-CONT'D | | | 12.15 | | | | | | | | | | | 4.2* | 13* | 3.8 | |
| EVENING SUNDAY | | | | | | | | | | | | | | | | | |
| ABC ABC SPORTS UPDATE-SUN | 1 | 8.30- 8.32PM | 8.30 | 7,910 | 9.7 | 7,820 | 9.6 | 19 | 9.6 | | | | | | | | |
| | 2 | 8.58- 9.00PM | 8.45 | | | | | | | | 11,330 | 13.9 | 11,170 | 13.7 | 25 | 13.7 | |
| ABC ABC SUNDAY NIGHT MOVIE | 1 | 9.00-11.23PM | →GRID | 21,030 | 25.8 | 12,800 | 15.7 | 29 | | | | | | | | | |
| | | | 11.15 | | | | 18.1* | 37* | 18.6 | | | | | | | | |
| ABC ABC NEWSBRIEF-SUN. | 1 | 10.02-10.03PM | 10.00 | 12,710 | 15.6 | 12,710 | 15.6 | 29 | 15.6 | | | | | | | | |
| | 2 | 10.00-10.02PM | 10.00 | | | | | | | | 13,120 | 16.1 | 12,880 | 15.8 | 27 | 15.8 | |
| CBS NEWSBREAK-SUN. | | 8.58- 8.59PM | 8.45 | 10,920 | 13.4 | 10,920 | 13.4 | 26 | 13.4 | | 11,490 | 14.1 | 11,490 | 14.1 | 26 | 14.1 | |
| NBC NBC NEWS CAPSULE-SUN | | 8.58- 8.59PM | 8.45 | 9,130 | 11.2 | 9,130 | 11.2 | 22 | 11.2 | | 9,130 | 11.2 | 9,130 | 11.2 | 21 | 11.2 | |
| NBC NBC NEWS CAPSULE-2-SUN(SUS) | 1 | 9.57- 9.58PM | 9.45 | | | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-2-SUN. | 2 | 10.04-10.05PM | 10.00 | | | | | | | | 10,270 | 12.6 | 10,270 | 12.6 | 22 | 12.6 | |
| EVENING MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWSBRIEF-M-F | | > | 8.15 | 10,920 | 13.4 | 10,430 | 12.8 | 23 | 9.9 | M-F | 10,600 | 13.0 | 10,270 | 12.6 | 23 | 9.3 | M-F |
| | | | 9.15 | | | | | | | | | | | | | 11.4 | MON. |
| | | | 9.45 | | | | | | 13.7 | TU-F | | | | | | 14.6 | TU-TH |
| ABC ABC NEWS:NIGHTLINE-T-F | | 11.30-12.00MD | 11.30 | 6,520 | 8.0 | 4,970 | 6.1 | 17 | 6.9 | TUWF | 6,520 | 8.0 | 5,300 | 6.5 | 18 | 7.2 | TU-TH |
| | | | 11.45 | | | | | | 5.3 | TUWF | | | | | | 5.7 | TU-TH |
| ABC VIEWPOINT(S) | 1 | 11.30- 1.31AM | 11.30 | 8,560 | 10.5 | 4,320 | 5.3 | 19 | 8.0 | THU. | | | | | | | |
| | | | 11.45 | | | | 7.5* | 20* | 7.0 | THU. | | | | | | | |
| | | | 12.00 | | | | | | 6.3 | THU. | | | | | | | |
| | | | 12.15 | | | | 6.1* | 21* | 5.8 | THU. | | | | | | | |
| | | | 12.30 | | | | | | 4.9 | THU. | | | | | | | |
| | | | 12.45 | | | | 4.5* | 19* | 4.1 | THU. | | | | | | | |
| | | | 1.00 | | | | | | 3.4 | THU. | | | | | | | |
| | | | 1.15 | | | | 3.2* | 17* | 3.0 | THU. | | | | | | | |
| | | | 1.30 | | | | | | 2.1 | THU. | | | | | | | |
| ABC ABC NEWS:NIGHTLINE-MON | 1 | 12.00-12.30AM | 12.00 | 4,810 | 5.9 | 3,750 | 4.6 | 15 | 5.2 | MON. | | | | | | | |
| | | | 12.15 | | | | | | 3.9 | MON. | | | | | | | |
| ABC FANTASY ISLAND-12.00 | | 12.00- 1.09AM | 12.00 | 4,400 | 5.4 | 2,530 | 3.1 | 13 | 3.5 | TUE. | 4,730 | 5.8 | 2,770 | 3.4 | 14 | 3.5 | TUE. |
| | | | 12.15 | | | | 3.1* | 11* | 2.8 | TUE. | | | | 3.5* | 12* | 3.6 | TUE. |
| | | | 12.30 | | | | | | 3.2 | TUE. | | | | | | 3.4 | TUE. |
| | | | 12.45 | | | | 3.1* | 14* | 3.1 | TUE. | | | | 3.3* | 15* | 3.3 | TUE. |
| | | | 1.00 | | | | | | 2.5 | TUE. | | | | | | 2.9 | TUE. |
| ABC FRIDAYS | 1 | 12.00- 1.11AM | 12.00 | 5,220 | 6.4 | 3,100 | 3.8 | 14 | 3.8 | FRI. | | | | | | | |
| | | | 12.15 | | | | 3.7* | 12* | 3.6 | FRI. | | | | | | | |
| | | | 12.30 | | | | | | 4.1 | FRI. | | | | | | | |
| | | | 12.45 | | | | 4.0* | 15* | 3.8 | FRI. | | | | | | | |
| | | | 1.00 | | | | | | 3.5 | FRI. | | | | | | | |
| ABC LOVE BOAT-12.00 | 1 | 12.00- 1.08AM | 12.00 | 4,810 | 5.9 | 3,100 | 3.8 | 15 | 4.1 | WED. | | | | | | | |
| | 2 | 12.00- 1.09AM | 12.00 | | | | | | | | 5,380 | 6.6 | 3,340 | 4.1 | 18 | 4.3 | WED. |
| | | | 12.15 | | | | 4.0* | 14* | 3.9 | WED. | | | | 4.1* | 15* | 4.0 | WED. |
| | | | 12.30 | | | | | | 3.5 | WED. | | | | | | 4.1 | WED. |
| | | | 12.45 | | | | 3.7* | 16* | 3.9 | WED. | | | | 4.0* | 19* | 4.0 | WED. |

CONT'D



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC LOVE BOAT-12.00-CONT'D | | | 1.00 | | | | | | 3.8 | WED. | | | | | | 3.8 | WED. |
| ABC VEGA$-12.00 | 2 | 12.00- 1.09AM | 12.00 | | | | | | | | 3,830 | 4.7 | 2,360 | 2.9 | 12 | 3.1 | THU. |
| | | | 12.15 | | | | | | | | | | | 3.0* | 10* | 2.9 | THU. |
| | | | 12.30 | | | | | | | | | | | | | 3.0 | THU. |
| | | | 12.45 | | | | | | | | | | | 3.0* | 14* | 3.0 | THU. |
| | | | 1.00 | | | | | | | | | | | | | 2.3 | THU. |
| ABC ABC NEWS:NIGHTLINE-FRI(B) | 2 | 12.27-12.59AM | 12.15 | | | | | | | | 3,830 | 4.7 | 3,100 | 3.8 | 14 | 4.4 | FRI. |
| | | | 12.30 | | | | | | | | | | | | | 4.0 | FRI. |
| | | | 12.45 | | | | | | | | | | | | | 3.4 | FRI. |
| ABC ABC NEWS:NIGHTLINE-MON | 2 | 12.16-12.47AM | 12.15 | | | | | | | | 3,750 | 4.6 | 2,930 | 3.6 | 14 | 4.2 | MON. |
| | | | 12.30 | | | | | | | | | | | | | 3.2 | MON. |
| | | | 12.45 | | | | | | | | | | | | | 2.6 | MON. |
| ABC ABC MOVIE OF THE WEEK | 1 | 12.30- 1.41AM | 12.30 | 2,930 | 3.6 | 1,630 | 2.0 | 10 | 2.1 | MON. | | | | | | | |
| | 2 | 12.47- 1.58AM | 12.45 | | | | 2.2* | 10* | 2.4 | MON. | 3,100 | 3.8 | 1,390 | 1.7 | 11 | 2.2 | MON. |
| | | | 1.00 | | | | | | 2.1 | MON. | | | | | | 2.0 | MON. |
| | | | 1.15 | | | | 2.0* | 11* | 1.8 | MON. | | | | 1.8* | 11* | 1.7 | MON. |
| | | | 1.30 | | | | | | 1.6 | MON. | | | | | | 1.5 | MON. |
| | | | 1.45 | | | | | | | | | | | 1.4* | 10* | 1.3 | MON. |
| ABC FRIDAYS-PART 2 | 1 | 1.11- 1.17AM | 1.00 | 3,260 | 4.0 | 3,020 | 3.7 | 17 | 3.7 | FRI. | | | | | | | |
| | | | 1.15 | | | | | | 3.6 | FRI. | | | | | | | |
| | 1 | 1.17- 1.29AM | (SUS) | | | | | | | | | | | | | | |
| ABC ABC MOVIE OF THE WEEK-2 | 1 | 1.41- 2.10AM | 1.30 | 1,710 | 2.1 | 1,300 | 1.6 | 12 | 1.6 | MON. | | | | | | | |
| | 2 | 1.58- 2.13AM | 1.45 | | | | | | 1.7 | MON. | 900 | 1.1 | 900 | 1.1 | 9 | 1.2 | MON. |
| | | | 2.00 | | | | | | 1.5 | MON. | | | | | | 1.1 | MON. |
| | 1 | 2.10- 2.43AM | (SUS) | | | | | | | | | | | | | | |
| | 2 | 2.13- 2.57AM | (SUS) | | | | | | | | | | | | | | |
| CBS NEWSBREAK-M-F | 1 | > | 8.15 | 8,800 | 10.8 | 9,050 | 11.1 | 21 | 14.5 | M-F | | | | | | | |
| | 2 | > | 8.45 | | | | | | 9.8 | TU-F | 8,800 | 10.8 | 8,800 | 10.8 | 20 | 10.8 | M-F |
| | | | 9.00 | | | | | | | | | | | | | 10.6 | WED. |
| CBS CBS NEWS SPEC. REPORT(SUS) | 1 | 11.30-12.00MD | 11.30 | | | | | | | THU. | | | | | | | |
| CBS LATE MOVIE I | | > | 11.30 | 8,150 | 10.0 | 5,130 | 6.3 | 21 | 6.8 | M-F | 8,800 | 10.8 | 5,540 | 6.8 | 22 | 7.2 | M-F |
| | | | 11.45 | | | | 6.8* | 19* | 6.7 | MTUWF | | | | 7.2* | 20* | 7.1 | M-F |
| | | | 12.00 | | | | | | 6.3 | M-F | | | | | | 6.9 | M-F |
| | | | 12.15 | | | | 6.2* | 21* | 6.0 | M-F | | | | 6.7* | 23* | 6.5 | M-F |
| | | | 12.30 | | | | | | 5.9 | M-F | | | | | | 6.2 | M-F |
| | | | 12.45 | | | | 6.2* | 27* | 5.9 | M-F | | | | | | 4.9 | M-F |
| | | | 1.00 | | | | | | 5.7 | THU. | | | | | | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| CBS LATE MOVIE II | | > | 12.30 | 4,730 | 5.8 | 3,590 | 4.4 | 23 | 4.6 | M-F | 4,890 | 6.0 | 3,910 | 4.8 | 26 | 5.8 | M-F |
| | | | 12.45 | | | | 4.1* | 19* | 4.7 | MTUWF | | | | 5.7* | 27* | 5.2 | M-F |
| | | | 1.00 | | | | | | 4.6 | M-F | | | | | | 4.7 | M-F |
| | | | 1.15 | | | | 4.5* | 24* | 4.4 | M-F | | | | 4.6* | 27* | 4.4 | M-F |
| | | | 1.30 | | | | | | 3.6 | MWTHF | | | | | | 4.0 | W-F |
| | | | 1.45 | | | | 3.5* | 25* | 3.1 | MWTHF | | | | | | | |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-M-F | | > | 8.45 | 7,740 | 9.5 | 7,740 | 9.5 | 18 | 10.0 | M-F | 8,480 | 10.4 | 8,480 | 10.4 | 19 | 10.1 | M-F |
| | | | 9.00 | | | | | | 7.7 | FRI. | | | | | | | |

CONT'D



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | % | SHARE % | AVG. AUD. BY ¼ HR % | TELE-CAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| EVENING MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| NBC NBC NEWS CAPSULE-M-F-CONT'D | | | 9.30 | | | | | | | | | | | | | 11.4 | MON. |
| NBC NBC NEWS CAPSULE-2-M-F | | 9.58- 9.59PM | 9.45 | 9,370 | 11.5 | 9,370 | 11.5 | 20 | 11.5 | TU&TH | 9,050 | 11.1 | 9,050 | 11.1 | 21 | 10.2 | MWF |
| | | | 10.30 | | | | | | | | | | | | | 13.0 | MON. |
| NBC TONIGHT SHOW | | 11.30-12.30AM | 11.30 | 9,130 | 11.2 | 5,380 | 6.6 | 20 | 7.4 | M-F | 7,660 | 9.4 | 4,890 | 6.0' | 19 | 7.1 | M-F |
| | | | 11.45 | | | | 7.2* | 20* | 6.9 | M-F | | | | 7.0* | 19* | 6.8 | TU-F |
| | | | 12.00 | | | | | | 6.4 | M-F | | | | | | 6.3 | M-F |
| | | | 12.15 | | | | 6.0* | 21* | 5.5 | M-F | | | | 6.0* | 21* | 5.4 | M-F |
| | | | 12.30 | | | | | | | | | | | | | 4.2 | MON. |
| | | | 12.45 | | | | | | | | | | | 3.9* | 18* | 3.6 | MON. |
| | | | 1.00 | | | | | | | | | | | | | 3.3 | MON. |
| NBC DAVID LETTERMAN I | | 12.30- 1.00AM | 12.30 | 3,260 | 4.0 | 2,770 | 3.4 | 15 | 3.6 | M-TH | 2,850 | 3.5 | 2,280 | 2.8 | 14 | 3.5 | M-TH |
| | | | 12.45 | | | | | | 3.2 | M-TH | | | | | | 2.8 | TU-TH |
| | | | 1.00 | | | | | | | | | | | | | 2.3 | MON. |
| | | | 1.15 | | | | | | | | | | | | | 1.7 | MON. |
| | | | 1.30 | | | | | | | | | | | | | 1.5 | MON. |
| NBC DAVID LETTERMAN-SPECIAL(S) | 1 | 12.30- 2.00AM | 12.30 | 4,080 | 5.0 | 2,450 | 3.0 | 14 | 3.7 | FRI. | | | | | | | |
| | | | 12.45 | | | | 3.6* | 13* | 3.4 | FRI. | | | | | | | |
| | | | 1.00 | | | | | | 3.1 | FRI. | | | | | | | |
| | | | 1.15 | | | | 2.9* | 14* | 2.8 | FRI. | | | | | | | |
| | | | 1.30 | | | | | | 2.4 | FRI. | | | | | | | |
| | | | 1.45 | | | | 2.3* | 13* | 2.3 | FRI. | | | | | | | |
| NBC SCTV NETWORK | 2 | 12.30- 2.00AM | 12.30 | | | | | | | | 5,950 | 7.3 | 2,930 | 3.6 | 18 | 4.3 | FRI. |
| | | | 12.45 | | | | | | | | | | | 4.1* | 17* | 4.0 | FRI. |
| | | | 1.00 | | | | | | | | | | | | | 4.1 | FRI. |
| | | | 1.15 | | | | | | | | | | | 3.8* | 19* | 3.5 | FRI. |
| | | | 1.30 | | | | | | | | | | | | | 2.9 | FRI. |
| | | | 1.45 | | | | | | | | | | | 2.9* | 18* | 3.0 | FRI. |
| NBC DAVID LETTERMAN II | | 1.00- 1.30AM | 1.00 | 2,610 | 3.2 | 2,120 | 2.6 | 15 | 2.8 | M-TH | 2,200 | 2.7 | 1,790 | 2.2 | 14 | 2.6 | M-TH |
| | | | 1.15 | | | | | | 2.4 | M-TH | | | | | | 2.5 | TU-TH |
| | | | 1.30 | | | | | | | | | | | | | 1.3 | MON. |
| | | | 1.45 | | | | | | | | | | | | | 1.3 | MON. |
| | | | 2.00 | | | | | | | | | | | | | 1.3 | MON. |
| NBC NBC NEWS OVERNIGHT-M-F | | | 1.30 | 1,550 | 1.9 | 1,220 | 1.5 | 12 | 1.6 | M-F | 1,470 | 1.8 | 1,140 | 1.4 | 12 | 1.6 | M-F |
| | | | 1.45 | | | | 1.6* | 12* | 1.5 | M-TH | | | | 1.4* | 11* | 1.3 | TU-TH |
| | | | 2.00 | | | | | | 1.4 | TU-F | | | | | | 1.4 | MWTHF |
| | | | 2.15 | | | | 1.4* | 10* | 1.3 | TU-F | | | | 1.4* | 13* | 1.3 | MWTHF |
| | | | 2.30 | | | | | | | | | | | | | .8 | MON. |
| | | VARIOUS TIMES | (SUS) | | | | | | | | | | | | | | |
| DAY MONDAY-FRIDAY | | | | | | | | | | | | | | | | | |
| ABC ABC NEWS THIS MORNING-600(SUS) | | 6.00- 6.15AM | 6.00 | | | | | | | M-F | | | | | | | M-F |
| ABC ABC NEWS THIS MORNING-615(SUS) | | 6.15- 6.30AM | 6.15 | | | | | | | M-F | | | | | | | M-F |
| ABC ABC NEWS THIS MORNING-645 | | 6.45- 7.00AM | 6.45 | 1,710 | 2.1 | 1,630 | 2.0 | 22 | 2.0 | M-F | 1,390 | 1.7 | 1,300 | 1.6 | 19 | 1.6 | M-F |
| ABC SPECIAL RPT.2(SUS) | 2 | 9.49- 9.56AM | 9.45 | | | | | | | | | | | | | | FRI. |
| ABC SPECIAL REPORT-1(SUS) | 1 | 12.03-12.04PM | 12.00 | | | | | | | THU. | | | | | | | |
| ABC FYI-12[illegible]3(SUS) | | 12.58-12.59PM | 12.45 | | | | | | | M-F | | | | | | | M-F |

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD.BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD.BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY MONDAY-FRIDAY-CONT'D | | | | | | | | | | | | | | | | | |
| ABC SEC. OF STATE PRESS CONF.(SUS) | 2 | 1.00- 2.00PM | 1.00 | | | | | | | | | | | | | | FRI. |
| ABC SPECIAL REPORT-2(SUS) | 1 | 1.26- 1.29PM | 1.15 | | | | | | | THU. | | | | | | | |
| ABC ABC DAYTIME NEWSBRIEF-M-F | | 1.57- 1.59PM | 1.45 | 7,420 | 9.1 | 7,170 | 8.8 | 29 | 8.8 | M-F | 6,760 | 8.3 | 6,520 | 8.0 | 27 | 8.0 | M-F |
| ABC ABC SPECIAL REPORT-2.02(SUS) | 1 | 2.02- 2.20PM | 2.00 | | | | | | | FRI. | | | | | | | |
| ABC FYI-2.58(SUS) | | 2.58- 2.59PM | 2.45 | | | | | | | M-F | | | | | | | M-F |
| ABC FYI-3.58(SUS) | | 3.58- 3.59PM | 3.45 | | | | | | | M-F | | | | | | | M-F |
| ABC SPECIAL RPT.1(SUS) | 2 | 6.00- 6.04PM | 6.00 | | | | | | | | | | | | | | THU. |
| CBS SUMMER SEMESTER MWF(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | M-F | | | | | | | M-F |
| CBS SUMMER SEMESTER TTH(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | M-F | | | | | | | M-F |
| CBS CAPTAIN KANGAROO | | 6.30- 7.00AM | 6.30 | 490 | .6 | | << | | << | M-F | 570 | .7 | 410 | .5 | 7 | .5 | M-F |
| | | | 6.45 | | | | | | << | M-F | | | | | | .6 | M-F |
| CBS NEWSBREAK-11.57 | | 11.57-11.59AM | 11.45 | 6,190 | 7.6 | 5,950 | 7.3 | 28 | 7.3 | M-F | 6,440 | 7.9 | 6,110 | 7.5 | 28 | 7.5 | M-F |
| CBS REAGAN PRESS CONF.-CBS(SUS) | 1 | 2.02- 2.20PM | 2.00 | | | | | | | FRI. | | | | | | | |
| CBS NEWSBREAK-3.57 | | 3.57- 3.59PM | 3.45 | 5,540 | 6.8 | 5,050 | 6.2 | 20 | 6.2 | M-F | 5,220 | 6.4 | 4,890 | 6.0 | 20 | 6.0 | M-F |
| CBS CBS NEWS SPECIAL RPT(SUS) | 2 | 6.05- 6.07PM | 6.00 | | | | | | | | | | | | | | THU. |
| NBC EARLY TODAY M-F | | 6.30- 6.55AM | 6.30 | 1,470 | 1.8 | 1,140 | 1.4 | 18 | 1.3 | M-F | 1,220 | 1.5 | 1,060 | 1.3 | 17 | 1.2 | M-F |
| | | | 6.45 | | | | | | 1.6 | M-F | | | | | | 1.4 | M-F |
| NBC NBC PRES. SPECIAL(SUS) | 2 | 9.48- 9.55AM | 9.45 | | | | | | | | | | | | | | FRI. |
| NBC DAYS OF OUR LIVES | 2 | > | →GRID | | | | | | | | 6,110 | 7.5 | 4,890 | 6.0 | 20 | | M-F |
| | | | 1.15 | | | | | | | | | | | 5.8* | 19* | 5.9 | M-TH |
| | | | 1.30 | | | | | | | | | | | | | 6.2 | M-F |
| | | | 1.45 | | | | | | | | | | | 6.1* | 20* | 6.1 | M-F |
| NBC NBC SPEC. REPORT:SCHULTZ(SUS) | 2 | 1.00- 1.48PM | 1.00 | | | | | | | | | | | | | | FRI. |
| DAY SATURDAY | | | | | | | | | | | | | | | | | |
| ABC SPECIAL RPT.3(SUS) | 2 | 8.00- 8.08AM | 8.00 | | | | | | | | | | | | | | |
| ABC SCHOOLHOUSE ROCK-8.26AM | | 8.26- 8.30AM | 8.15 | 1,960 | 2.4 | 1,960 | 2.4 | 25 | 2.4 | | 1,630 | 2.0 | 1,470 | 1.8 | 20 | 1.8 | |
| ABC SCHOOLHOUSE ROCK-8.55AM | | 8.55- 8.59AM | 8.45 | 3,340 | 4.1 | 3,020 | 3.7 | 26 | 3.7 | | 2,450 | 3.0 | 2,200 | 2.7 | 21 | 2.7 | |
| ABC SCHOOLHOUSE ROCK-9.25AM | | 9.25- 9.29AM | 9.15 | 3,830 | 4.7 | 2,850 | 3.5 | 21 | 3.5 | | 3,260 | 4.0 | 2,610 | 3.2 | 17 | 3.2 | |
| ABC DEAR ALEX & ANNIE-10.56AM | | 10.56-10.59AM | 10.45 | 3,420 | 4.2 | 3,180 | 3.9 | 17 | 3.9 | | 3,830 | 4.7 | 3,590 | 4.4 | 18 | 4.4 | |
| ABC SPECIAL RPT.4(SUS) | 2 | 11.47-11.51AM | 11.45 | | | | | | | | | | | | | | |
| ABC SPECIAL RPT.5(SUS) | 2 | 1.33- 1.37PM | 1.30 | | | | | | | | | | | | | | |
| CBS SUMMER SEMESTER-SAT(SUS) | | 6.00- 6.30AM | 6.00 | | | | | | | | | | | | | | |
| CBS IN THE NEWS- 8.26AM | | 8.26- 8.29AM | 8.15 | 1,870 | 2.3 | 1,630 | 2.0 | 18 | 2.0 | | 1,060 | 1.3 | 900 | 1.1 | 11 | 1.1 | |
| CBS IN THE NEWS- 8.56AM | | 8.56- 8.59AM | 8.45 | 1,630 | 2.0 | 1,470 | 1.8 | 12 | 1.8 | | 1,630 | 2.0 | 1,550 | 1.9 | 14 | 1.9 | |
| CBS IN THE NEWS- 9.26AM | | 9.26- 9.29AM | 9.15 | 2,040 | 2.5 | 1,630 | 2.0 | 12 | 2.0 | | 2,850 | 3.5 | 2,200 | 2.7 | 15 | 2.7 | |
| CBS IN THE NEWS-9.56AM | | 9.56- 9.59AM | 9.45 | 4,480 | 5.5 | 4,320 | 5.3 | 27 | 5.3 | | 5,050 | 6.2 | 4,730 | 5.8 | 27 | 5.8 | |
| CBS IN THE NEWS-10.56AM | | 10.56-10.59AM | 10.45 | 5,050 | 6.2 | 4,890 | 6.0 | 26 | 6.0 | | 6,520 | 8.0 | 6,030 | 7.4 | 30 | 7.4 | |
| CBS IN THE NEWS-11.26AM | | 11.26-11.29AM | 11.15 | 4,810 | 5.9 | 4,650 | 5.7 | 25 | 5.7 | | 5,870 | 7.2 | 5,540 | 6.8 | 27 | 6.8 | |
| CBS IN THE NEWS-11.56AM | | 11.56-11.59AM | 11.45 | 3,750 | 4.6 | 3,340 | 4.1 | 18 | 4.1 | | 4,890 | 6.0 | 3,990 | 4.9 | 20 | 4.9 | |

 U.S. TV HOUSEHOLDS: 81,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

| DAY NETWORK/PROGRAM | WK # | TIME (N.Y.T.) | QUARTER HOUR | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 1 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 1 SHARE % | WEEK 1 AVG. AUD. BY ¼ HR % | WEEK 1 TELECAST DAYS | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000) | WEEK 2 TOTAL AUDIENCE HOUSEHOLDS % | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000) | WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS % | WEEK 2 SHARE % | WEEK 2 AVG. AUD. BY ¼ HR % | WEEK 2 TELECAST DAYS |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| DAY SATURDAY-CONT'D | | | | | | | | | | | | | | | | | |
| CBS IN THE NEWS-12.26PM | | 12.26-12.29PM | 12.15 | 3,590 | 4.4 | 3,260 | 4.0 | 16 | 4.0 | | 3,260 | 4.0 | 2,930 | 3.6 | 14 | 3.6 | |
| CBS IN THE NEWS-12.56PM | | 12.56-12.59PM | 12.45 | 3,180 | 3.9 | 3,020 | 3.7 | 15 | 3.7 | | 3,990 | 4.9 | 3,910 | 4.8 | 18 | 4.8 | |
| CBS IN THE NEWS- 1.26PM | | 1.26- 1.29PM | 1.15 | 3,340 | 4.1 | 3,100 | 3.8 | 15 | 3.8 | | 3,830 | 4.7 | 3,340 | 4.1 | 16 | 4.1 | |
| NBC BETCHA DON'T KNOW-8:28AM | | 8.28- 8.30AM | 8.15 | 2,770 | 3.4 | 2,610 | 3.2 | 33 | 3.2 | | 2,610 | 3.2 | 2,360 | 2.9 | 33 | 2.9 | |
| NBC BETCHA DON'T KNOW-9:28AM | | 9.28- 9.30AM | 9.15 | 5,950 | 7.3 | 5,790 | 7.1 | 45 | 7.1 | | 6,190 | 7.6 | 5,950 | 7.3 | 42 | 7.3 | |
| NBC BETCHA DON'T KNOW-10:28AM | | 10.28-10.30AM | 10.15 | 4,240 | 5.2 | 4,080 | 5.0 | 23 | 5.0 | | 4,240 | 5.2 | 4,160 | 5.1 | 22 | 5.1 | |
| NBC BETCHA DON'T KNOW-11:58AM | | 11.58-12.00NN | 11.45 | 3,340 | 4.1 | 3,260 | 4.0 | 17 | 4.0 | | 3,830 | 4.7 | 3,670 | 4.5 | 19 | 4.5 | |
| NBC BETCHA DON'T KNOW-12:28PM | | 12.28-12.30PM | 12.15 | 3,100 | 3.8 | 3,020 | 3.7 | 15 | 3.7 | | 4,400 | 5.4 | 4,160 | 5.1 | 19 | 5.1 | |
| NBC NBC MAJOR LEAGUE PRE GAME | 1 | 2.00- 2.17PM | →GRID | 5,050 | 6.2 | 4,650 | 5.7 | 22 | | | | | | | | | |
| | 2 | 2.00- 2.20PM | →GRID | | | | | | | | 5,300 | 6.5 | 4,890 | 6.0 | 23 | | |
| | | | 2.15 | | | | | | 5.9 | | | | | | | 6.2 | |
| NBC NBC MAJOR LEAGUE BASEBALL | 1 | 2.17- 5.19PM | →GRID | 11,650 | 14.3 | 4,890 | 6.0 | 20 | | | | | | | | | |
| | 2 | 2.20- 4.57PM | →GRID | | | | | | | | 12,390 | 15.2 | 6,030 | 7.4 | 26 | | |
| | | | 5.00 | | | | | | | | | | | | | 4.1 | |
| | | | 5.15 | | | | | | 6.9 | | | | | | | | |
| NBC BASEBALL FILL(SUS) | 2 | 4.45- 5.00PM | 4.45 | | | | | | | | | | | | | | |
| DAY SUNDAY | | | | | | | | | | | | | | | | | |
| ABC KIDS ARE PEOPLE TOO I | 2 | 10.30-11.05AM | →GRID | | | | | | | | 1,710 | 2.1 | 1,300 | 1.6 | 7 | | |
| | | | 11.00 | | | | | | | | | | | | | 1.8 | |
| ABC DEAR ALEX & ANNIE-11.25AM | | 11.25-11.29AM | 11.15 | 1,630 | 2.0 | 1,550 | 1.9 | 9 | 1.9 | | 1,710 | 2.1 | 1,390 | 1.7 | 7 | 1.7 | |
| CBS IN THE NEWS-8.26AM-SUN(SUS) | | 8.26- 8.29AM | 8.15 | | | | | | | | | | | | | | |
| CBS IN THE NEWS-8.56AM-SUN(SUS) | | 8.56- 8.59AM | 8.45 | | | | | | | | | | | | | | |
| NBC NFL PRE-SEASON FTBL-NBC(S) | 2 | 12.30- 3.35PM | →GRID | | | | | | | | 15,810 | 19.4 | 6,280 | 7.7 | 25 | | |
| | | | 3.30 | | | | | | | | | | | | | 8.5 | |
| NBC HARTFORD OPEN GOLF-SUN.(S) | 1 | 2.00- 4.08PM | →GRID | 6,520 | 8.0 | 3,340 | 4.1 | 13 | | | | | | | | | |
| | | | 4.00 | | | | | | 5.0 | | | | | | | | |



FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).